Section One: The Business Case for Customer Experience

Demonstrating Commercial Value of Customer Experience Initiatives
- Demonstrate the commercial value of a CX strategy by continually creating insight around customer journeys, conversion rates and sales funnel dynamics
- Understand how to create transparency around your CX strategy so investors and shareholders are exposed to the growth and profitability that effective initiatives can yield
- Learn how creating a single customer view is a critical component of Aviva's CX strategy and how this required the integration of back end systems and processes

Robin Peters**,** *Business Planning & Development Director*, **Aviva UK Digital**

The Business Case for a Design Led Organisation
- Understand the value of design led thinking in your business and the potential outcomes that being design led can help you achieve
- Evaluate the cultural, process, systems and people challenges of making an organisation design led and potential ways to mitigate these challenges
- Compare and contrast the benefits of in-house design versus an external agency to assess the business case for both

Martin Dowson, *Head of Design Forward,* **Lloyds Banking Group**

Section Two: Best in Class CX Case Studies

Financial Literacy in a Cashless World
- Learn how Credit Suisse are helping children understand the value of money using technology and digital channels to foster children's financial literacy
- Understand the role of experience design for the youngest clients in creating this tool and making it impactful
- Discover how combining improved financial literacy with banks' long-term goals of increasing customer loyalty and keeping client's sticky has worked in practice

Ruth Mojentale-Baumann, *Head Product Management Bundle Solutions*, **Credit Suisse**
Paolo de Carli, *IT Head of Digital Capabilities & Workflows***, Credit Suisse**

Using CX to Disrupt Insurance
- Insurance has been pretty much the same for 300 years - it is also almost the last sector to be disrupted by the digital revolution, due to its complexity and high barriers to entry
- Learn how Bought By Many are turning the tables by not only by leveraging digital but also by focusing on customer needs and experience
- Discover the role that a customer experience strategy underpinned by innovate technology has played in helping Bought By Many disrupt incumbent players

Oke Eleazu, *Chief Operating Officer*, **Bought By Many**
(Author of the best-selling book 'The Cult of Service Excellence')

Customer Experience: Are we getting it all wrong?
- Delivering a standout CX is hard, and we tend to think of the challenge in terms of data, marketing, channel, analytics etc. Is this the right, or have we been getting it wrong?
- By definition, CX is a cross-silo objective, it's a cultural phenomenon, in short - it's a human thing, with all the chaos and unpredictability that this implies
- This talk aims to get under the skin of what it takes to deliver and continue delivering a truly superior CX - looking at it through the lense of capability building and culture development

John Oswald, *Global Principal - Advisory*, **Futurice**

CX Strategy Panel
- Participate in a discussion that investigates key challenges of developing and implementing an effective end to end customer experience strategy from divergent perspectives
- Learn how businesses can identify the problem they should be trying to solve, the desired outcome of the customer and the use of customer journey mapping to identify friction
- Help business units deliver change by building out a delivery plan that shapes the design in an agile, user centred design

Ross Irvine, *Senior Product Manager*, **Barclays Business Banking**
Ian Hunt, *Head of Customer Strategy and Insight*, **Close Brothers**

Section Three: Data, Analytics & Insights

Mapping the Customer Experience
- Explore how to design services and products that delight customers and create unwavering loyalty
- Learn how to utilise design thinking, user research and iterative user-centred design techniques to enhance decision-making for users whilst reducing risk
- Discover how user experience and design can become strategic capabilities for businesses

Kathleen Holman, *UX Interaction Design Group,* **Morgan Stanley**

Customer Engagement: Transforming the Business in the Age of the Client
- Invesigate the circumstances that led Intesa Sanpaolo to focus on creating a new digital customer experience and explore the challenges and outcomes of this initiative
- Examine how client feedback and NPS helped create sustainable value for their customers and how this approach can help you prioritize your CX strategy
- Learn how the implementation of a new CRM played a fundamental role in providing front line staff with better tools and enabled multichannel customer journeys

Federica Lubatti, *Head of CRM,* **Intesa Sanpaolo**

Data, Analytics & Insights Panel
- Understand the importance & viability of a single customer view, to enable effective analytics for key decision making
- Discover how decisioning and real-time analytics are being used to improve customer experience and commercial returns and identify GDPR implications
- Recognise the benefits a Data Science team can bring, to proposition innovation and more relevant customer interactions

Moderator: Paul Laughlin, *Managing Director*, **Laughlin Consultancy**
Jonathan Lakin, Chief Executive Officer, **Intent HQ**
Gwilym Morrison, *Senior Analytics Manager*, **Royal London**
Alex Brown, *TMT Sector Head*, **Simmons & Simmons**

Section Four: Product Development & Design Methodologies

Creative Thinking in Corporate Teams
- Discover how Bank of Ireland have worked to move creative thinking from agency side into the corporate teams and the benefits this has delivered
- Map the journey that Bank of Ireland took from initial enthusiasm via real doubts to tangible outcomes in both learning, culture change and process on a project level
- Understand how it looked from the designer's and banker's perspectives and recommendations to begin your journey toward experience design in your organisation

Lesley Tully, *Head of Design Thinking,* **Bank of Ireland**
Markus Hohl**,** *Chief Executive Officer***, Hellon**

Design Thinking and Co-Creating with Customers
- Learn how Nordea Life & Pensions Denmark successfully accelerated the digital transformation of the organisation
- Understand how to co-create with the customers and launch MVP's through design thinking and Google Venture 5-day design sprints
- Reflect on the challenges of using an agile, fail-fast approach in a "no errors allowed" culture used to working with traditional project models and detailed business cases

Christine Loft Hunderup, *Chief Digital Officer*, **Nordea Life & Pensions Denmark**

Product Delivery Panel
- Assess the methodologies that are helping to place the customer at the heart of product development initiatives including lean and agile ways of working
- Learn how prototyping the product, engendering feedback and rapidly iterating can help to create a minimum viable product or experience
- Discuss how to create, manage and use data in your product delivery to support decision making with meaningful customer insights and analysis

Maik Ludewig, *Chief Product Officer*, **Raisin**
Adriana Landaverde, *Head of Product Management*, **Nutmeg**
George Phylaktis, *Design Team Lead*, **Tandem**

Section Five: Future Technologies

Customer Experience in a Mobile 1st World

Russell Pert, *Business Partner Lead - Retail Banking UK,* **Facebook**

Using AI to Drive Digital Channel Engagement
- Hear about the process of moving a traditional retail bank with 7 million customers from reactive to digitally proactive and the business case for doing so
- Learn how to grow in-app payments up to 4 times by using predictive communications and the benefit to the customer
- Discover how Alfa Bank leveraged the customer-centricity of digital banking to attract new customers

Moderator: Ashley Daffin, *Commercial Partner,* **SBDA Group**
Nikita Blinov, *Chief Executive Officer*, **SBDA Group**
Slava Akulov, *ex-Chief Products Officer*, **Alfa-Bank Digital Department**

Future Design Panel
- Discuss the importance of design looking forward rather than responding to existing environment, requirements or behaviours to future proof your business
- Use forward thinking design to help identify value to the customer, assess the ROI for the business and map out how innovative technology is likely to be adopted and used
- Assess the importance of either driving down the cost of adoption or drive up customer numbers using it to make the business case for future technologies to gain penetration of

Moderator: Mette Andersen, *Managing Partner - Strategic Innovation*, **Futurice**
Martin Dowson, *Head of Design Forward*, **Lloyds Banking Group**
Kathleen Holman, *UX Interaction Design Group,* **Morgan Stanley**
Rohan Sahu, *GM India & VP Product Shared Services*, **Paysafe**

Social Payments: Can Banks Dominate This Space?
- Outline the opportunities associated with social payments and learn how to take advantage of this channel
- Build experiences that meet customer expectations by mapping out the needs and wants of your users
- Assess the challenges facing banks that want to be leaders in the social payments space and the potential outcomes that could be achieved

Guy Talmi, *Chief Marketing Officer,* **PayKey**