October 24th: Conference Day One

7.30am Registration Opens: Coffee and Pastries Available
8.40am FinTech Network Welcome: James Taylor, *Director*, **FinTech Network**
8.50am Chairperson's Welcome: Nick Dennis, *Partner*, **PEN Partnership**

Section One: The Business Case for Customer Experience

9.00am 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**

9.30am 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**

10.00am Retail Brands in a Financial Services World
- Who's reputation is at risk?
- What makes a successful partnership that supports brand identity and values?
- Can trust transfer from a retail brand to its financial services division?

Craig McVoy, *Chief Experience Officer*, **Beyond Brand / Consulting, John Lewis Financial Services**

10.30am Coffee Break

Section Two: Best in Class CX Case Studies

11.00am 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 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 lens of capability building and culture development

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

11.30am 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**

12.00pm From Despair to Delight – Rethinking the Digital Application Experience
- Have you ever tried to apply for a bank account digitally only to be left gasping at how complicated and confusing the experience is? It shouldn't be that difficult
- Building on real examples from head-scratching experiences, you'll learn the best practices leading global banks are using to reduce customer effort in digital application experiences
- Take a journey from despair to delight, and get a glimpse into the future of the digital application experience

Adam Miller, *Director Customer Experience Practice*, **Avoka**

12.30pm Lunch Break

12.45pm – 1.45pm Lunch Workshop: FinTech Mastery
- Get to grips with the development, impact and influence of FinTech on the wider FS industry and identify areas where FinTech can have a positive impact on your organisation
- Learn from real FinTech pioneers who are shaping disruption
- Lean by doing – create a digital bank, explore use cases for Blockchain and spot business development opportunities

Helene Panzarino, *Course Director*, **FinTech Mastery**

2.00pm 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

Moderator: Stephen Cunningham, *Sales Director UK Enterprise*, **Avaya**
Ross Irvine, *Senior Product Manager*, **Barclays Business Banking**
Ian Hunt, *Chief Customer Officer*, **Close Brothers**
Craig McVoy, *Chief Experience Officer*, **Beyond Brand / John Lewis Financial Services**
David Dominguez, *VP of User Experience*, **RBS**

Section Three: Product Development & Design Methodologies

3.00pm Creative Thinking in Corporate Teams
- Discover how the 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**

3.30pm Coffee Break

4.00pm 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**

4.30pm 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

Moderator: Tania Ferreira, *Partner*, **Two Igloos**
Arthur Leung, *Product Lead,* **Curve**
Adriana Landaverde, *Head of Product Management*, **Nutmeg**
Alexander Segerby**,** *Product Manager – Advance***, iZettle**

5.30pm Chairperson's Closing Remarks: Nick Dennis, *Partner*, **PEN Partnership**
5.40pm Networking Drinks

7.00pm End of Day One

8.00am Registration Opens: Coffee and Pastries Available

8.50am Chairperson's Welcome: Ed Wells, *Partner*, **PEN CX**

Section Four: Data, Analytics & Insights

9.00am Designing Intent in the Age of AI

- Learn how to use insights and analytics in the age of AI to create more valuable products and services for customers
- Move beyond the bot to gain insights into how customers are using digital financial services and discuss how AI can be trusted to understand human behavior
- Investigate the challenges and opportunities artificial intelligence can provide in gaining greater insight into customer behavior

Peter Korcara, *Lead Interaction Designer*, **Method**

9.30am 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

Silvia Carlassara, *Customer Experience and CRM,* **Intesa Sanpaolo**

10.00am No Calls Please, We're British!

- Hear about a recent YouGov survey which highlights British banking customers' overwhelming aversion to phone calls and distinct preferences for online and mobile banking
- Learn how contact centres still have a crucial role to play in the face of these rapidly changing customer preferences and behaviours
- Explore what the results of this survey mean for banks going forward and how they need to transform as a result

Natalie Keightley, *Solutions Marketing Director*, **Avaya**

10.30am Coffee Break

11.00am 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**
Sharifah Amirah, *Vice President Client Solutions*, **Intent HQ**
Gwilym Morrison, *Senior Analytics Manager*, **Royal London**
Alex Brown, *TMT Sector Head*, **Simmons & Simmons**

12.00pm Lunch Break

12.15pm - 1.15pm Lunch Workshop: GDPR – Key Changes and Practical Solutions
- This workshop will provide an overview of the key changes that are introduced by the General Data Protection Regulation (GDPR)
- We will discuss practical solutions to the implementation of the changes
- We will also consider the impact of the proposed UK Data Protection Bill and latest data protection authority guidance on GDPR topics

Alex Brown, *TMT Sector Head*, **Simmons & Simmons**

Section Five: Future of CX

1.30pm 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 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**

2.00pm 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 driving up customer numbers using design thinking and make the business case for future technologies

Moderator: Mette Andersen, *Managing Partner - Strategic Innovation*, **Futurice**
Aline Baeck, *Head of Design - UK*, **Capital One UK**
Martin Dowson, *Head of Design Forward*, **Lloyds Banking Group**
Rohan Sahu, *GM India & VP Product Shared Services*, **Paysafe**
Kate Stephen, *Senior UX Manager*, **WorldFirst**

3.00pm Coffee Break

3.30pm 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

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Moderator: Ashley Daffin, *Commercial Partner,* **SBDA Group**

Nikita Blinov, *Chief Executive Officer***, SBDA Group**

Slava Akulov, *ex-Chief Products Officer***, Alfa-Bank Digital Department**

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4.00pm Customer Experience in a Mobile 1st World
- Today's mobile 1st world
- Speed of feed
- Click to convert on mobile

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

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4.30pm 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

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Omer Paz, *Chief Operating Officer,* **PayKey**

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5.00pm Chairperson's Closing Remarks: Ed Wells, *Partner*, **PEN CX**

5.10pm End of Conference Day Two