



The 2013

# Customer Experience Leadership Conference

## How Digital Is Transforming the Customer Experience

Pre-Conference Workshop March 20, 2013

Conference March 21-22, 2013

The Westin New York at Grand Central



- Learn how to implement next wave strategies like So-Lo-Mo (social, local, mobile) from CEO to line staff
- Gain insight on key processes to structure your organization so it delivers what each individual customer wants
- B2C: Increase traffic, conversion, onsite spending, and mobile connections
- B2B: Drive loyalty, and profitability; enhance your supply chain, and efficiencies

Presented with assistance from



**Ipsos Loyalty**

Imagine a customer passing by your business and you immediately know who they are, what they want and how to connect with them real time to engage them ... and your organization has the processes in place to create an indelible, customized customer experience in response to that individual customer's needs. Science fiction? No ... this is becoming the reality of leading customer experience organizations. Still the enablers making this all possible such as Big Data, EFM, So-Lo-Co-Mo, and other terms can confuse even the best of us! In this riveting 1 ½ day conference you will learn what matters to you and your organization so that you can update your customer experience strategy for the future. Topics will include:

- **Enterprise Feedback Management:** Sharing customer feedback throughout your organization in real time to make better decisions
- **Social and Community:** Bringing customers into your business so that they co-create products, services, and entire experiences
- **Mobile and Local:** Using smartphone and GPS technology to capture customer feedback and drive instantaneous customer experience improvement
- **Big Data:** Connecting customer, operational and financial data together to generate greater business results

### Who should attend

If you are exploring how to elevate your organization's customer experience, you should attend this important conference. Hear from best-practice leaders how to develop and implement new strategies to drive your business forward.

### Previous participants of The Customer Experience Leadership Conference

1800FLOWERS.COM  
1to1 Media  
3M Company  
AAA Club Partners, Inc.  
Adobe Systems, Inc.  
Advanced Business Group  
AFLAC Inc.  
Allegiance, Inc.  
Allstate  
American Express Company  
AT&T Inc.  
Avery Dennison Corporation  
BlueCross BlueShield Association  
Caesars Entertainment  
CIGNA  
Cisco Systems Inc.  
Coach, Inc.  
DuPont  
Eli Lilly and Company

GEICO  
Google  
Hallmark Cards, Inc.  
HealthPartners  
Hilton Worldwide  
IBM Corporation  
ING  
Ipsos Loyalty  
Johnson & Johnson  
MercedesBenz USA, LLC  
MetLife  
Microsoft Corporation  
Nationwide Insurance  
PepsiCo, Inc.  
Starbucks International  
Taco Bell  
Wells Fargo  
Whirlpool Corporation

## Pre-Conference Workshop Wednesday, March 20, 2013 The Westin New York at Grand Central

REGISTRATION 12:30–1 PM

### Help! A Step-By-Step Guide to Creating a Customer Experience Management Strategy

WORKSHOP 1–5 PM

Are you just starting on the customer experience journey? Or, having worked on CEM for a while, do you want to know what to do next? In this hands-on action planning session you will develop and refine your task list for 2013 which you can take back to your organization. Together, we will:

- Diagnose your organization's current CEM situation
- Prioritize the actions you must take to improve customer experience
- Create a winning CEM strategy and roadmap

Throughout the workshop, you will have a chance to network with and learn from other customer experience leaders. By the end of the workshop, you will be able to capture the most value from the remainder of the action packed conference!

Led by

John Carroll III, Global Head of Clients, Ipsos Loyalty

## Thursday, March 21, 2013

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

A 8:45–9:30 AM

### Keynote: How Technology is Transforming the Customer Experience

Imagine how much more effectively you could plan your organization's customer experience model if you knew what our new digital world would be like in 2015. You'll hear from a visionary leader who will explain practical new approaches to change the future of customer experience management and what leaders need to understand today and tomorrow to be successful.

Bob Lord, Chief Executive Officer, Razor Fish

B 9:30–10:30 AM

### Panel: How Big Data will Change the Way Organizations Connect with Customers

A decade ago, many thought the advances of digital would depersonalize the customer experience. We are learning the opposite is true. Big data is now enabling organizations to connect with customers individually through a new mass intimacy model. Leading organizations are creating new ways to reach out in a one-on-one fashion to their customer bases. As this elevates, so too are the expectations from customers for a more individualized experience. You'll learn what top organizations are doing to lead the way in this new world.

Matthias Preschern, Vice President, Global Business Services Marketing, IBM

Kathleen Gowin, Account General Manager, Pitney Bowes Financial Solutions

**Call Customer Service at 212 339 0345**

Pat McParland, Vice President of Corporate and Channel Marketing, **Dun & Bradstreet**

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

C 10:45–11:30 AM

## Creating Indelible 1-1 Customer Experiences

Creating unforgettable customer experiences is the hallmark of a great company. Zane's Cycles has become the leader in the bicycle industry through a philosophy that creates customers for life. You will hear from the founder who actually started the company in high school, and used the Zane philosophy and secrets to become an industry leader. You'll even learn from one of the few CEOs who Tweets, the formula for using social media and Twitter to connect with customers and communities.

Chris Zane, Founder and Chief Executive Officer, **World Famous Zane's Cycles**

D 11:30 AM–12:15 PM

## Enterprise Feedback Management: Don't Just Survey Your Customers – Fix Their Experiences!

Have you ever filled in a customer satisfaction survey when you had a real problem and stopped half way through because you knew nothing would happen when you sent it? It's no surprise that few people complete surveys these days. We can and should do better! In this session, you will learn how Enterprise Feedback Management systems allow companies to close the loop, fix customer experience problems as they happen, and drive higher customer loyalty than ever.

John Carroll III, Global Head of Clients, **Ipsos Loyalty**

LUNCHEON 12:15–1:15 PM

E 1:15–2 PM

## The Best or Nothing – The Mercedes Benz Customer Experience Journey

SESSION SPONSOR



STRATIVITY GROUP

As the inventor of the car and the owner of over 80,000 patents Mercedes Benz needed to match the product superiority with an exceptional experience. Yet delivering a customer experience through a network of independent dealers was not an easy task to master. The program touched over 13,000 employees and received a 96% satisfaction score. This presentation will explore the Mercedes Benz journey and challenges to deliver exceptional customer experiences through every interaction with the customer and the design and delivery methods used by Strativity Group as the partner in program design and execution.

Participants will discover:

- How to engage channel partners and dealers to deliver exceptional experience
- How to create a culture of excellence among employees
- How to foster innovation with your customers through co-creation methods
- How to develop a credible customer experience programs that will create desire for more

Hendrik Hynekamp, General Manager Customer Experience, **Mercedes Benz USA**

[www.conferenceboard.org/customerexperience2](http://www.conferenceboard.org/customerexperience2)

Lior Arussy, Chief Executive Officer, **Strativity Group**, Author, *Exceptionalize It!*

F 2-2:45 PM

## 5 Steps to Exceptional Customer Experiences

Venturing on the journey of transforming your company into a customer loving organization, these are the lessons you must know. Recognize and avoid the classic obstacles; accelerate success with proven methods. This session will focus on the accumulated critical success factors from 150 transformation projects conducted worldwide impacting 200 million customers and 350,000 employees.

NETWORKING REFRESHMENT BREAK 2:45-3 PM

G 3-3:45 PM

## A Case Study in Customer Loyalty

Virgin Atlantic has become one of the most beloved brands through creating authentic and often counter-intuitive connections with customers. Find out the inside story of how this airline maintains its unique character from when it was originally founded by Sir Richard Branson.

Simon Bradley, Vice President Marketing North America, **Virgin Atlantic**

H 3:45-4:30 PM

## Fireside Chat: How to Improve Customer Interactions Today and Tomorrow

Success is often built by having hundreds of small steps all working. You'll hear from the world's largest provider of wireless the many practical steps they used to significantly enhance their service to customers, as well as how they see the customer experience changing and what they will do to capitalize on these emerging opportunities. Using the interview fireside chat format will allow you to ask direct questions and become part of this enlightening conversation.

John Bianchi, Vice President of National Customer Service, **Verizon Wireless**

Interviewed by

Heather Schultz, Vice President, **Senn Delaney**, former Chief Executive Officer  
**Tom Peters Group**

I 4:30-5:15 PM

## Interactive Best Practices Session: Successfully Connecting Employees to the Customer Experience



SESSION SPONSOR

Following this highly interactive session you will walk away with meaningful best practices, illustrated in through a case study example, for successfully enabling your employees to deliver a high performing customer experience.

Gary Magenta, Senior Vice President Client Solutions, **Root Inc.**

Jodi Martin, Senior Manager, Field Human Resources, **Disney Store, North America**

NETWORKING RECEPTION 5:15-6:15 PM

HOSTED BY



**Ipsos Loyalty**

## Conference KeyNotes

Registration includes this summary of conference highlights  
and a post-conference interactive webcast

**Friday, March 22, 2013**

CONTINENTAL BREAKFAST 8–8:30 AM

J 8:30–9:15 AM

### **Keynote: How to Engage Customers on the Internet and Mobile**

Increasingly, more customer interactions are via Internet and mobile devices. You'll hear directly from the CEO of the world's largest health care website, WebMD, which has over 107 million visitors a month. He will share with you insights on how to engage your CEO in customer experience efforts.

Cavan Redmond, Chief Executive Officer, **WebMD**

K 9:15–10 AM

### **Case Study: Aligning the Entire Company Around the Customer**

To its many customers, Aflac is one of the most beloved and admired companies. As one of the largest companies still run by its founding family, Aflac has created a customer experience backed by a loyal culture. In this case study you'll learn the inside story of exactly what Aflac does.

Laura Kane, Vice President Corporate Communications, **Aflac**

NETWORKING REFRESHMENT BREAK 10–10:30 AM

L 10:30–11:15 AM

### **Engaging Guests for Life**

The Ritz-Carlton is the only two-time recipient of the Malcolm Baldrige National Quality Award in the service category. Learn how their top 7 best practices deliver a world-class guest experience at their properties globally.

Lisa Holladay, Vice President, Brand Management and Guest Experience  
**The Ritz-Carlton Hotel Company, L.L.C.**

M 11:15 AM–12:15 PM

### **Panel: Implementing a New Customer Experience Strategy**

What do you do when you leave this conference? How do you develop a plan and get buy-in through out your executive management teams and the organization? You'll hear from a panel of experts on how to get organizational buy-in and implement your customer experience strategy.

Ira Neimark, Former Chief Executive Officer, **Bergdorf Goodman**  
Werner Domittner, Former Senior Vice President, Global Customer Marketing, **Diageo**  
Mary Ann Fitzmaurice, Senior Vice President, **American Express Open**  
Stewart Pearson, Chief Client Officer, **Wunderman**

N 12:15–1 PM

### **The Future of Customer Experience**

One of the pioneers of the digital customer experience will share insights on how to capture the opportunities of tomorrow. You'll also get practical insights on the CEO views of customer experience as a central driver of business success.

Jeffrey Katz, Chief Executive Officer, **Wize Commerce**, Founding Chief Executive Officer, **Orbitz**, Former Chief Executive Officer, **Leapfrog**, Former Chief Executive Officer, **Swissair**

Marketing partner **MWW** 

**Presentations**

Available online in advance of the conference



## Registration Information

**Online** [www.conferenceboard.org/customerexperience2](http://www.conferenceboard.org/customerexperience2)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

## The 2013

## Customer Experience Leadership Conference

How Digital Is Transforming the Customer Experience

### Conference (909013-2)

March 21-22, 2013

The Westin New York at Grand Central – New York, NY

Associates \$2,295

Non-Associates \$2,595

### Pre-Conference Workshop (B56013-2)

March 20, 2013

The Westin New York at Grand Central – New York, NY

Associates \$505 Non-Associates \$605

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### Hotel Accommodations

Fees do not include hotel accommodations.

For discounted reservations, contact the hotel directly no later than the cut-off date

and mention **The Conference Board Customer Experience Leadership Conference**.

The Westin New York at Grand Central

212 East 42nd Street

New York, NY 10017

Tel 212 490 8900

Hotel reservations cut-off date

Wednesday, February 27, 2013

### Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

### Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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Experience



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Promotion Code