

Africa's leading FREE online event for Customer Experience leaders

DAY 1:
TUESDAY, 25 AUGUST
2:30-4PM

2:30 Business 360 to Drive CX

In a world punctuated by digital transformation, data is your market differentiator.

Your organisation requires an end-to-end approach to data strategy that accelerates business value and drives a competitive advantage. With the power of AI-driven data management, you can uncover customer insights, gain a 360-degree view of your data, and ensure data governance and privacy.

Speaker: Yasser Salah, Business 360 Lead for MEA, Informatica



3:00 Data Driven & Customer Centric - The Ultimate Goal

- Its AND not OR
- How do we achieve this somewhat elusive ultimate goal.
- Unpacking the size of the opportunity at stake.
- What are the implications of COVID on this ultimate Goal.

Speaker: Simphiwe Phakathi, Head: Relationship Banking: PBB Africa Regions, Standard Bank Group

3:30 Panel Discussion: How potentially permanent shifts in consumer behaviour impacts an organisation's philosophy and approach to Client Experience Management

Speaker Panel
Antonie Fourie, Senior Manager: Client Experience, Product and Research, SA Home Loans
TBC
TBC

DAY 2
WEDNESDAY, 26 AUGUST
2:20-4PM

2:20 Sell Faster and More to your Digital Customer

The industry average conversion rate from qualified leads to sales is around 2%. This conversion rate is so low because businesses are drowning in data and are unable to use the human touch in a smart way. Engagements are too late and disconnected from the journey. Sales teams can't have meaningful interactions as the right data is too hard to find. In this demo you will learn how Artificial Intelligence can help by predicting outcomes and triggering engagements with the right sales resource in real time, at the right time, with the right prospect.

Speaker: Pieter van Eyssen, Principal Solution Consultant, Genesys

2:45 Accelerate with Genesys Cloud - It's the last CX cloud you'll ever need.

An investment in an on-premises solution makes it tough to adapt to change, but standing still isn't an option. That's why we want to move you to Genesys Cloud, where you'll achieve better outcomes and always live on the edge of innovation. Join this webinar to understand how we will smooth your move to the cloud with experience and a personalized plan.

Speaker: Alichia Griffith, Manager Solution Consulting, Genesys South and Eastern Africa



3:00 CX Fireside Chat: Battles that CX practitioners face

Eldon Phukuile, Chairman, CXI SA
Pieter van Eyssen, Principal Solution Consultant, Genesys
Lester Golding, General Manager Customer Experience Operations, MTN SA
Prof M Roberts-Lombard, University of Johannesburg

3:30 Case Study: NetFlorist's pivot amidst the global Covid-19 pandemic

- The strategic business pivot NetFlorist took as a result of the global Covid-19 pandemic.
- The consequential adjustments to the customer experience following the pivot.
- How the pivot will be integrated with the existing business post lockdown.

Speaker: Kriszti Bottyan, Marketing Coordinator, Netflorist

DAY 3:
THURSDAY, 27 AUGUST
2:30-4PM

2:30 A Unified Customer Experience Masterclass

Learn how to Increase customer loyalty and reduce costs.

- The complexity and challenges of today's communication
- Shifting customer demands
- Where and how to start: Unified CX strategy
- Customer success stories:

- Automotive Association of South Africa
- HF Group
- Mukuru

Speaker: Douglas Van Wyk, Regional Manager SADC at Infobip Africa

WIN!!

Do you want to learn how to build connected customer experience over any channel across Africa?

Attend this session and stand a chance to secure a free omni-channel trial.



3:00 Case Study: Ster Kinekor

- Share business information with employees
- To build an employee voice it must be informed.
- Consider alternative channels for employees who work remotely or cannot make the meeting.
- Encourage feedback and ideas from employees.
- Use technology to improve employee voice – close the feedback loop.
- Align employee voice and customer voice.

Speaker: Shouneez Baghas, General Manager Customer Experience, Ster Kinekor

3:30 Case Study: SA Taxi Be The reason - Customer Experience Is The New Brand: Customer service isn't a department, it's everyone's job. The back to basics approach

- Turning our brand inside out.
- Scaling and improving our implementation, customer on boarding, and technical support, to improve our internal efficiencies.
- Aligning the customer service strategy to the business strategy by championing impact forums.
- Designing the ideal customer experience throughout the entire life cycle.
- Got the entire company thinking about 'customer experience' so that all internal decisions are made with the customer in mind.

Speaker: Nomty Malevu, Head of Customer Service, SA Taxi