

**DAY 1:**  
**TUESDAY, 23 FEBRUARY**  
**2:30-4PM**

### 2:30 How to Blend Neuroscience with Technology for Optimum Customer Engagement

Whether you operate a call centre, face-to-face customer operations or a back office managing customer requirements, this must-attend session will provide a fascinating and highly actionable look at:

- Trends within customer engagement technology across the globe and emerging, cutting-edge solutions that organisations are using successfully in South Africa
- How to better understand your customer and exceed their needs
- How to use neuroscience techniques to energise and engage your staff to ensure they, in turn, truly engage your customers

Join internationally recognised neuroscience coach, author and motivational speaker, Tanya Kunze and Verint's Regional Director & Customer Engagement Technology expert, Douglas McNeilage and gain the edge on your competition.

**VERINT.**



### 3:00 Keynote Address: The Customer Centric Revolution – How does one prepare?

Speaker:  
Heidi Brauer,  
Brand Mama/CMO,  
Hollard Insurance



### 3:30 Case Study: Momentum Investments: Our journey through Covid-19

Panic stations!

- Clients/Advisers (VoC and NPS feedback)
- Employees (Engagement)

War generals and peace generals

- Leaders vs managers
- Constant and consistent communication

Never waste a good crisis

- Best month ever (sales)
- Seasonal issues (tax)

Speaker:  
Renier Jansen van Vuuren,  
Head: Customer  
Experience  
Momentum Digital



**DAY 2**  
**WEDNESDAY, 24 FEBRUARY**  
**2:30-4PM**

2:30 TBC

### 3:00 Case Study: King Price Insurance Culture to Client

Speaker:  
Marno Boshoff,  
Culture Evangelist,  
King Price Insurance



### 3:30 A futuristic discussion on how to differentiate by re-wiring company CX DNA

Speaker:  
Sjeanne Cawdry,  
Head of Client Experience,  
Rand Merchant Bank



**DAY 3:**  
**THURSDAY, 25 FEBRUARY**  
**2:30-4PM**

### 2:30 Hybrid CX Can Improve and Optimise Customer Engagement Applications

Speaker:  
Nompumelelo Mokou,  
Customer Experience  
Executive,  
Dimension Data



### 3:00 Case Study: Digital Transformation in the COVID-19 Environment

Speaker:  
Sameer Jooma  
Executive Head: New Business  
Ventures, Corporate and Investment  
Banking,  
Standard Bank



### 3:30 Digital Transformation in the Insurance Industry: Balancing Customer Experience with the Need for Identity Verification and Fraud Prevention

Speaker:  
Bryan McLachlan,  
Head of Insurance,  
TransUnion South Africa

