

Chief Customer Officer, New Zealand


3 November, 2020

Hilton Auckland



CCO New Zealand 2020

Day One Conference: Monday 3 November 2020

| Customer Centricity: Setting a New Benchmark | |
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| 08:00 |  Register; grab coffee and a breakfast bite. Mix, mingle and say hello to peers old and new. |
| 08:20 | Welcome from Corinium and Chairperson |
| 08:25 | Audience Ice Breaker: Network like a three-year-old! <i>Let's start how we mean to go on, in discussion making valuable industry connections.</i> |
| 08:35 | <p>2020 International Headliner: CX is a mindset, not a business unit</p> <ul style="list-style-type: none"> • How is the pace of change affecting the characteristics of leadership approaches and why is adopting a growth mind-set critical to survival in a dynamic marketplace? • How are we dealing with matching budgets to customer expectations? • How are we keeping our teams motivated? • Understanding the new operational metrics • How we are delivering better service for customers through digital <p><i>Speaker:</i> Lance Gruner, Executive Vice President - Global Customer Care, Mastercard (USA)</p> |
| 09:00 | <p>Keynote Case Study Lessons Learnt from driving Customer and Business Transformation Programs</p> <p>It is well known that delivering and embedding a successful customer transformation is challenging at best. This case study will look at a customer-centric transformation where real enterprise change has been made by the customer services function that has impacted other parts of the organisation.</p> <p><i>Speaker:</i> Phillipa Cameron, Chief Customer Officer, Stuff NZ</p> |
| 09:25 | Thought leadership session |
| 09:50 | <p>Keynote panel discussion: The acceleration of digital transformation in the post-COVID environment</p> <ul style="list-style-type: none"> • What will the post-COVID business look like? Will there be a major swing to online? • To what extent will digital play a more important role in organisations? • What digital trends have been accelerated for organisations? • How do CX and digital leaders support organisations during a crisis? • What happens when you cannot use historical data to make decisions? • How have businesses had to change their approach around systems and frameworks? • What do organisations need to do now to set-up their CX programs for success post COVID? • How has customer sentiment changed already? • What steps can we take to ensure we are better prepared should something similar happen again? • Future of work post-COVID-19 |

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| | <ul style="list-style-type: none"> ○ Will the workplace become truly flexible? ○ If organisations can be productive with a remote structure, will offices need to exist? ○ What has been the impact on our ability to service our businesses quickly? <p>Panellists: Phillipa Cameron, Chief Customer Officer, Stuff NZ Emma Powell, Chief Customer Officer, Accident Compensation Corporation Jody Bews-Hair, Head of Customer Experience, Southern Cross Health Society Liza McNally, Chief Marketing Officer, SKYCITY Entertainment Group Limited</p> | |
| 10:20 | Speed networking! | |
| 10:30 | Mid-Morning Coffee & Networking in the Exhibition Area <i>Get Refreshed! Mingle</i> <i>Come to the 'Meet the Speakers Lounge' within the Exhibition Area</i> | |
| 11:00 | Case Study Successful Strategies in Customer Centred Transformation: The interaction of platform, insights and the human element in getting the right solutions to market <ul style="list-style-type: none"> • How personalisation played a role in increasing outcomes for the Accident Compensation Corporation • Examples of where we have used advanced analytics, customer feedback, public engagement and front line behaviours and capabilities to intervene at the right time, in the right way for our customers <p><i>Speaker:</i> Emma Powell, Chief Customer Officer, Accident Compensation Corporation</p> | |
| 11:25 | CX is a mindset, not a business unit <ul style="list-style-type: none"> • How is the pace of change affecting the characteristics of leadership approaches and why is adopting a growth mind-set critical to survival in a dynamic marketplace? • How are we dealing with matching budgets to customer expectations? • How are we keeping our teams motivated? • Understanding the new operational metrics • How we are delivering better service for customers through digital <p>Speaker: Liza McNally, Chief Marketing Officer, SKYCITY Entertainment Group Limited</p> | |
| 11:55 | The future belongs to brave organisations: Why making the customer real matters <i>Speaker:</i> Brendan Jarvis , Managing Director, The Space Inbetween | |
| 12:15 | Keynote panel discussion: Capturing customers emotionally in a digital world <ul style="list-style-type: none"> • Balancing hyper personalisation and data, with real experience of customers • Revisiting self-service versus full service: Is a self-service experience the optimal CX solution for any organisation? • What are the right channels to use? • Is email dead? • How to apply self-service to a large customer base, without losing the personal touch! <p>During this session, attendees will have the chance to ask any burning questions completely anonymously via our event app. The session will be moderated by our event Chair.</p> <p>Panellists: Natalie Burrows, General Manager, Customer Products & Ecommerce Services, Digital, Air New Zealand Sharron Botica, Chief Customer Officer, AIA Jessica Venning-Bryan, Chief Marketing Officer, Flux Federation</p> | |
| 12:45 | Mix and mingle over lunch. <i>Meet in our Discussion Corner with like-minded peers and talk about the following themes:</i> <ul style="list-style-type: none"> • <i>Demonstrating the value of CX to senior executives and investors</i> | CCO ROUND TABLE VIP Lunch (invitation only) |

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| | <ul style="list-style-type: none"> • <i>Improving employee experience</i> • <i>Positioning CX as a leader within the business</i> | |
| | <u>Track A: Case studies</u> | <u>Track B: Discussion Groups</u> |
| 13:45 | <p>Why you can't deliver CX without EX Engaged employees create engaged, loyal, more satisfied customers; as well as brand and company growth. Tonkin + Taylor have realised that a deliberate focus on managing the employee experience is not only crucial for attracting and retaining the best talent, but equally as important for creating competitive advantage through better customer experiences. Today's dynamic workforce needs structure, methodology and process to cope with the modern-day employee's wants and needs; and in order for CX to be successful, EX and CX need to be aligned in strategy and execution.</p> <p>Find out how Tonkin & Taylor started with the internal customer and sold their vision not only to their customers, but also first to their team.</p> <ul style="list-style-type: none"> • How we built a culture of customer-centricity • Winning over internal detractors • How we are incorporating EX into our CX strategy <p><u>Speakers:</u> Briana Millar, Customer Experience Manager, Tonkin + Taylor Michael McGlynn, Head of Marketing and Communications, Tonkin + Taylor</p> | <p>Discussion Group: Positioning CX as a leader within the business- How do you demonstrate value in a time of uncertainty? Customer really is broad - from marketing to product - and its origins in many companies are different. This panel will look at what it means in your business and how do you set up for success. Points to be covered include:</p> <ul style="list-style-type: none"> • Moving up the value chain to ensure you CX team is achieving its full potential • Working on the most important business problems • How do you change the perception of the value you add; what structure supports you really championing the customer (for example, should Data sit in your team?) • Where does customer experience sit - in product as a technical skill or with customer experience? • How do you change your influence to broaden across all activities and ensure they're all aligned for the benefit of the customer? <p><u>Moderators:</u> Terri Carajannis, Chief Digital Officer, Harrison Grierson Jessica Venning-Bryan, Chief Marketing Officer, Flux Federation</p> |
| 14:10 | <p>Case Study</p> <p>What customers want from brands in 2020 The OneRoof story: How we are pivoting to meet the changing needs of property buyers and sellers as well as real estate agents through the COVID Crisis.</p> <p>Belinda Lush, General Manager - Digital Customer, NZME</p> | <p>CFO PANEL: Demonstrating the value of CX to the executive team Convincing your CFO and CEO to invest in CX activities can seem impossible. Here we speak to CFOs who are already sold on CX, and find out how you can attract more investment into your CX strategy. This session will outline what they need to see to get them across the line.</p> |
| 14:35 | <p>Case Study</p> <p>The Future of CX in an Era of Customer Obsession</p> <ul style="list-style-type: none"> • Building the foundations of a customer centric culture • What it really means to listen and understand your customers • Starting from the customer and working backwards | <p>Discussion Group</p> <p>Ask our CDO's - Digital transformation - how to improve speed and quality to market and ensure digital engaged customers at every touch point</p> <p>During this session, attendees will have the chance to ask any burning questions completely anonymously via our event app. The session will be moderated by our event Chair.</p> <p>Moderator: Belinda Lush, General Manager - Digital Customer, NZME</p> |

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| | <ul style="list-style-type: none"> • Why good design just makes sense • The ways we try to get in the head of our customers - how we inspire them to make better decisions <p>Speaker: Marcus Wild, Chief Marketing Officer, Fisher Funds</p> | |
| 15:00 | <p><i>Get Refreshed! Mingle at the Meet the C-suite Round Tables</i></p> <p><i>Topics:</i></p> <ul style="list-style-type: none"> • Agile working in CX • Scalability in CX activities • The pros and cons of latest CX technologies • Owning vs outsourcing different roles and the impact on CX | |
| 15:30 | <p>Case Study How this business organised themselves to promote CX initiatives – what level of internal collaboration was required</p> <p>Southern Cross is already a highly customer-driven organisation ... so how did they create the case for <i>more</i> focus on customer and a CX approach to change and delivery?</p> <p><i>Speaker:</i></p> <p>Jody Bews-Hair, Head of Customer Experience, Southern Cross Health Society</p> | |
| 15:55 | <p>Case Study Leveraging Data and Human Centred Design to Improve Service Delivery</p> <ul style="list-style-type: none"> • Through the utilisation of data and measurement insights, along with automation, to improve service delivery and design a more customer centric organisation • Understanding what is the relationship between data modelling and CX and how to leverage that relationship to enhance overall CX • Investigating how to design improved customer experience and organisational efficiency through automation • Utilising Data and AI to model superior internal and external processes <p><i>Speaker:</i> Carly Irving, Executive General Manager, Yurika (via Live Link)</p> | |
| 16:20 | <p>Inspiring everyday customer-focused innovation in an established company</p> <p>It is well known that delivering and embedding a successful customer transformation is challenging at best. This case study will take you on this company's journey and key learnings to best equip your business to successfully deliver game changing customer transformation program.</p> <p><i>Speaker:</i> Chris Wong, Lending and CX Lead, NZHL</p> | |
| 16:45 | <p>Champagne Roundtable Discussions We will run these round tables twice (back-to-back) so you have a chance to attend two!</p> <p>Table 1: How to choose the right technology to support your programmes Table 2: NPS – how relevant are they for the future? Table 3: Handling customer vulnerability Table 4: Measuring and improving employee well being Table 5: How to move to agile working in CX Table 6: Achieving scalability in your CX activities Table 7: Growing importance of Sustainability for your customers Table 8: Knowing when to reimagine experience Table 9: How to know when the customer isn't right Table 10: Tying business analytics to VOC Table 11: Best practice agile working Table 12: How do your CX Strategies align with other Strategies in the Business?</p> | |

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| | <p>Table 13: What are the fundamentals of good CX Practice (the non negotiables).</p> <p>Table 14: Owning vs outsourcing different roles and the impact on CX</p> <p>Table 15: The challenge of who 'owns' the experience in agile delivery of customer propositions and experiences with multiple business owners</p> <p>Table 16: Measuring and improving customer and employee wellness</p> <p>Table 17: Best practice Human centred design</p> <p>Table 18: AI in CX – where can it best add value?</p> <p>Table 19: Measuring and demonstrating CX ROI</p> |
| 17:25 | <p>Cheers with Peers at our Casino Night! <i>Opportunity to continue the conversations in a fun and entertaining way at our CCO cocktail reception.</i></p> |