

International Keynote Speakers:

- Jo Kelly, Chief Marketing Officer, **UBank (Australia)**
- Ayela Thilo, Customer and Reputation Advocate, **Bupa (Australia)**
- Campbell Wright, General Manager Customer Contact Centre, **ANZ (Australia)**

- Rachael Powell, Chief Customer & People Officer, **Xero**
- Trent Mankelow, Chief Customer Officer, **Trade Me**
- Stephanie Charles, Chief Customer Officer, **Star Now**
- Baruch Ter Wal, Chief Customer Officer, **Performance Lab Technologies**
- Dave Simmons, Chief Operating Officer - New Business, **Tourism Holdings Limited**
- Tracy Smithers, Director of Customer and Direct Response, **Westpac NZ**
- Neville Williams, Director Community & Services, **Waikato Regional Council**
- David Price, Director of Patient Experience, **Waitemata District Health Board (NZ)**
- Shailesh Manga, Group Manager – Digital Transformation, **Vector**
- Susan Parkes, GM Customer Central, **Auckland Transport**
- Meghan White, GM of CX|UX Experience and Design, **Spark NZ**
- Dougal Swift, General Manager – Membership & Brand, **AA NZ**
- Skye Nicholls, General Manager, Customer Experience, **Canon New Zealand Ltd**
- Susanne Stevenson, Customer Experience Strategy Manager, **IAG NZ**
- Richard Allen, Customer Experience Enterprise Manager, **IAG**
- Anirudh Nair, Customer Experience Design Manager, **Z Energy NZ**
- Lesley Mackle, Manager of Wow - Service and Enablement Centres, Customer Fulfilment Services, **BNZ**
- Sam Lake, Digital Product Manager, **Vector**
- Claire Anderson, eCommerce Manager, **Suncorp New Zealand**
- Mike Hales, Channel Manager, **Vodafone**
- Dr. Ratneesh Suri, Head of Analytics, **IAG**
- Chris Thompson, Head of Marketing Data & Analytics, **ASB**
- Roxanne Salton, Head of Digital Strategy & Delivery, **Mercury**
- Kieran Turner, Head of Customer, **Z Energy NZ**
- Jandi Shennan, Customer Experience Change Lead, **LION**
- Amrutha Murthy, Senior CX Designer, **NZ Post**
- David Duan, Principal Data Scientist, **Fraedom**
- Reema Chawla, Business Intelligence Analyst, **Westpac**
- Michelle Hannan-Brown, Process Engineering Mgr, CoE Process Engineering, **Westpac NZ**
- Rod Moynihan, Director of Sales ANZ, **Zendesk**
- Reg Price, Co-founder, **MirrorWave**
- Rodd Martin, Founder & CEO, **Smart Video Australia**
- Levi Slavin, Chief Creative Officer, **Colenso BBDO**
- Mylene Ong, Head of Strategy, **Colenso BBDO**
- Edwin Rozells, Head of Transformatio, **Colenso BBDO**

DAY ONE - Wednesday 1 August 2018

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08:00	<i>Registration, Coffee & Networking in the Exhibition Area</i>	
08:30	<i>Corinium Global Intelligence Welcome Address</i>	
08:35	Chair's Opening Remarks Trent Mankelow, Chief Customer Officer, Trade Me	
08:40	Speed Networking: <i>A meet-your-peers session</i>	
09:00	Opening Keynote Address: The Xero customer experience journey Rachael Powell, Chief Customer & People Office, Xero	
09:25	CCO Think Tank: How a focus on customer centricity can deliver an organisations purpose: Aligning customer needs and organisational strategy to drive loyalty and engagement Trent Mankelow, Chief Customer Officer, Trade Me Baruch Ter Wal, Chief Customer Officer, Performance Lab Technologies Rachael Powell, Chief Customer & People Office, Xero	
10:00	Great Expectations: how to become the company your customers want you to be Rod Moynihan, Director of Sales ANZ, Zendesk	
10:25	There and back again: An unexpected journey in the world of Customer Experience This presentation will be a series of tales on a range of experiences covering strategy, culture, execution and other lessons learned. Shailesh will be sharing from a vast range of experiences in CX career where mistakes and successes have collectively shaped his current perspectives. This talk aims to provide some provocative perspectives and stimulate some practical thinking for your own situations. Shailesh Manga, Group Manager – Digital Transformation, Vector	
10:50	<i>Mid-Morning Coffee & Networking in the Exhibition Area</i>	
	ROUNDTABLE DISCUSSIONS CCO Top 5 <i>Interactive session roundtables discussing the top 5 tips in CX best practice across these topics</i>	
11:20	1. SERVICE DESIGN Anirudh Nair, Customer Experience Design Manager, Z Energy NZ	2. LEADERSHIP BUY IN Tracy Smithers, Director of Customer and Direct Response, Westpac NZ
	3. CX STRATEGY Mike Hales, Channel Manager, Vodafone	4. CULTURAL TRANSFORMATION Stephanie Charles, Chief Customer Officer, Star Now
	5. HUMAN CENTRED DESIGN Meghan White, GM of CX UX Experience and Design, Spark NZ	6. ARTIFICIAL INTELLIGENCE Baruch Ter Wal, Chief Customer Officer, Performance Lab Technologies
	7. DIGITAL TRANSFORMATION Dave Simmons, Chief Operating Officer, Tourism Holdings Limited	8. VOC David Price, Director of Patient Experience, Waitemata District Health Board (NZ) Reg Price, Co-founder MirrorWave
12:00	International Keynote Address: How AI and human centred design is shaping customer experience This presentation will look at how HDC and AI are impacting business strategy and customer experience. Jo will give examples of how UBank has jumped into AI and HCD for initiatives such as supporting customers' home loan journey. Jo Kelly, Chief Marketing Officer, UBank (Australia)	

12:25	How to use AI powered personalised video technology to acquire, engage and retain customers Rodd Martin, Founder & CEO, Smart Video Australia	
12:50	<i>Buffet Lunch & Networking in the Exhibition Area</i>	
	INTERACTIVE DISCUSSION GROUPS	
	TRACK A - Leadership Buy In: Demonstrating ROI on CX initiatives	TRACK B - Cultural Transformation: Customer centricity in action
13:50	Discussion Group: Linking customer experience to business value Sam Lake, Digital Product Manager, Vector Kieran Turner, Head of Customer, Z Energy NZ Reema Chawla, Business Intelligence Analyst, Westpac	Discussion Group: Inspiring and engaging middle level leaders / managers in the CX experience Dr. Ratneesh Suri, Head of Analytics, IAG Amrutha Murthy, Senior CX Designer, NZ Post
14:25	Discussion Group: Demonstrating return on investment on CX initiatives Sam Lake, Digital Product Manager, Vector Kieran Turner, Head of Customer, Z Energy NZ	Discussion Group: Creating a culture of recognition to drive excellence in CX Jandi Shennan, Customer Experience Change Lead, LION Amrutha Murthy, Senior CX Designer, NZ Post
15:10	<i>Afternoon Tea & Networking in the Exhibition Area</i>	
15:40	Case Study: How we grew customer intimacy at Trade Me Trent Mankelow, Chief Customer Officer, Trade Me	
16:05	Case Study: Dramatic change without the drama: Re-imagining customer success to benefit clients and staff Stephanie Charles, Chief Customer Officer, Star Now	
16:30	Case Study: Making a lasting first impression This presentation will look at how Westpac engage with new customers in their first 100 days of joining, resulting in 21% churn reduction and 12% reduction in complains. Tracy Smithers, Director of Customer and Direct Response, Westpac NZ	
16:55	Case Study: The importance of change management procedures to ensure effective digital experience delivery This presentation will detail Canon's transformation journey, looking at the importance of staff, establishing customer metrics and how Canon has achieved an NPS of 57 in an industry where the benchmark is -1. Skye Nicholls, General Manager - Customer Experience, Canon	
17:20	<i>Drinks Reception & Networking in the Exhibition Area</i>	

DAY TWO - Thursday 2 August 2018

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08:30	<i>Registration, Coffee & Networking in the Exhibition Area</i>
08:55	<i>Chair's Opening Remarks</i> Trent Mankelow, Chief Customer Officer, Trade Me
	ARTIFICIAL INTELLIGENCE
09:00	Keynote Address: The age of the machines - navigating the intelligent automation landscape and cutting through the hype/Case study on Westpac NZ's use of RPA In this presentation, Michelle will take you through Westpac NZ's use of RPA, looking at how to navigate the range of technologies that drive intelligent automation and why business need to think strategically about AI. Michelle Hannan-Brown, Process Engineering Mgr, CoE Process Engineering, Westpac (NZ)
09:25	AI Panel Discussion: AI and machine learning - understanding where AI and machine learning can add value to your CX strategy Roxanne Salton, Head of Digital Strategy & Delivery, Mercury Michelle Hannan-Brown, Process Engineering Mgr, CoE Process Engineering, Westpac (NZ) Dr. Ratneesh Suri, Head of Analytics, IAG
	HUMAN CENTRED DESIGN
09:55	Redefining creativity in the age of the customer Designing creative processes that measure the emotional and financial value creativity brings to business, including practical advice on how to apply this to your business today. Levi Slavin, Chief Creative Officer, Colenso BBDO Mylene Ong, Head of Strategy, Colenso BBDO Edwin Rozells, Head of Transformatio, Colenso BBDO
10:20	<i>Mid-Morning Coffee & Networking in the Exhibition Area</i>
10:50	International Keynote: How we are using human centred design to redefine the customer experience Campbell Wright, General Manager Customer Contact Centre, ANZ (Australia)
11:15	International Case Study: Applying the customer lens to a transformation project This presentation will look at how culture is the key enabler to transforming the organisation to a customer centric one and how to bring the leadership and organisation on the journey – Shifting the focus of a transformation project from being purely technology to delivering customer outcomes. Ayela Thilo, Customer and Reputation Advocate, Bupa (Australia)
11:40	Case Study: Digital transformation as a design problem: demonstrating the power of Human Centred Design at scale Over the last 18 months at Spark, Meghan has implemented a unifying customer journey framework, introduced a scalable design process designed to improve customer experience and decrease time required to deliver to market as well as reducing the cost to deliver by ensuring reusability and consistency in digital for all products and services This presentation will look at how Spark transformed from a traditional call centre based model to a digital first organisation. Meghan White, GM of CX UX Experience and Design, Spark NZ
12:05	Case Study: The 'must haves' in building a customer centric Auckland Transport Susan will talk about Auckland Transport's "Customer Central", a customer focused, design thinking, and innovation hub that has quickly established itself as the heart of Auckland Transport's customer transformation journey. Susan Parkes, GM Customer Central, Auckland Transport

12:30	<p>Case Study: Human centred design – how we introduced journey mapping and lean in our business process</p> <p>This presentation addresses the challenges and opportunities Waikato Regional Council encountered implementing journey mapping and lean methodologies and how they continue to support their ongoing transition to a customer centred organisation.</p> <p>Neville Williams, Director Community & Services, Waikato Regional Council</p>	
12:55	<p><i>Buffet Lunch & Networking in the Exhibition Area</i></p>	
	<p>INTERACTIVE DISCUSSION GROUPS</p>	
	<p>TRACK A - Leadership Buy In: Demonstrating ROI on CX initiatives</p>	<p>TRACK B - Cultural Transformation: Customer centricity in action</p>
13:55	<p>Discussion Group:</p> <p>Ensuring data & insights support your CX initiatives</p> <p>Chris Thompson, Head of Marketing Data & Analytics, ASB</p> <p>David Duan, Principal Data Scientist, Fredom</p>	<p>Discussion Group:</p> <p>Seamless customer experience and the role of internal employee experience</p> <p>Susan Parkes, GM Customer Central, Auckland Transport</p> <p>Neville Williams, Director Community & Services, Waikato Regional Council</p>
14:30	<p>Discussion Group:</p> <p>Understanding the link between metrics and ROI to deliver a value adding CX framework</p> <p>Chris Thompson, Head of Marketing Data & Analytics, ASB</p> <p>Amrutha Murthy, Senior CX Designer, NZ Post</p>	<p>Discussion Group:</p> <p>Bringing customer centricity into the business and breaking down the silos</p> <p>Richard Allen, Customer Experience Enterprise Manager, IAG</p> <p>Susanne Stevenson, Customer Experience Strategy Manager, IAG</p> <p>Reema Chawla, Business Intelligence Analyst, Westpac</p>
15:05	<p>Discussion Group:</p> <p>Investing in solving key customer pain points by linking customer satisfaction to retention and growth</p> <p>Dougal Swift, General Manager – Membership & Brand, AA NZ</p> <p>Anirudh Nair, Customer Experience Design Manager, Z Energy NZ</p>	<p>Discussion Group:</p> <p>Engaging cross functional teams and bringing the voice of the customer to life to enhance organisational capabilities</p> <p>Susan Parkes, GM Customer Central, Auckland Transport</p> <p>David Price, Director of Patient Experience, Waitemata District Health Board (NZ)</p>
15:40	<p><i>Afternoon Tea & Networking in the Exhibition Area</i></p>	
16:10	<p>Case Study: Embedding Human Centred Design practices in an organisation</p> <p>Claire leads the eCommerce team working with the different brands to create experiences their customers value. In her presentation she aims to inspire others to challenge the status quo, lead a new way of working in an organisation and provide some practical steps on how to integrate Human Centred Design into an organisation while aligning with the business strategy.</p> <p>Claire Anderson, Manager, Digital Engagement, Suncorp New Zealand</p>	
16:35	<p>Case Study: How AA has leveraged a customer-value strategy to deliver record Membership growth</p> <p>Despite Motoring Clubs globally struggling to retain relevance, AA has grown rapidly to now have a relationship with 3,000,000 New Zealanders. This presentation will reveal how AA's customer value strategy is driving record Membership growth and brand transformation.</p> <p>Dougal Swift, General Manager – Membership & Brand, AA NZ</p>	
17:00	<p><i>Chair's Closing Remarks and Close of Conference</i></p>	

