



**The Ovum CX Forum –
Adapting your organization through Customer-Driven Transformation
8 October 2013, London**

09.00 – 09.30	Registration and Coffee
09.30 – 09.35	<p>Ovum Welcome Presenter: Richard Edwards, Principal Analyst <i>Ovum</i></p>
09.35 – 09.45	Speed Networking
09.45 – 10.15	<p>Ovum Welcome and Keynote Presentation What it takes to keep customers coming back year in and year out. An introduction to the Customer-Adaptive Enterprise.</p> <ul style="list-style-type: none"> • Volatile market conditions, compressed timescales, rising expectations and disruptive technologies have put many businesses and public sector organizations on the back foot • How successful leaders succeed: orchestrating the eight core capabilities. • State of the market – Research findings – How customer-adaptive are you? • Rest of the day focus on key challenges in marketing, CX, collaboration and innovation, advanced sensing capabilities to improve an organization’s insight and foresight <p>Presenter: Jeremy Cox, Principal Analyst CRM, <i>Ovum</i></p>
10.15 – 10.45	<p>What is the role of the CMO in delivering CX?</p> <ul style="list-style-type: none"> • Has the CMO got the power and responsibility to deliver CX? • How to align the brand promise with CX • Ensuring brand integrity across multiple channels to market <p>Presenter: Gerry Brown, Senior Analyst, Connected Customer & Marketing Technology, <i>Ovum</i></p>
10.45 – 11.15	<p>Industry leaders Panel Discussion – How do you keep customers coming back?</p> <ul style="list-style-type: none"> • What are your greatest challenges in marketing, CX, innovation or collaboration? • How have you overcome them? • How do you build consensus within the leadership team on the best way to address these challenges? <p>Moderator: Jeremy Cox, Principal Analyst CRM, <i>Ovum</i> Panellists: Valerie Howe, Head of Customer Experience & Retention, <i>Pitney Bowes</i> Dan Mines, Innovation Manager, <i>Confused.com</i></p>
11.15 – 11.45	Coffee and Exhibition
11.45 – 12.15	<p>Presentation: Reaching out to customers through all channels to deliver a relevant customer experience</p> <ul style="list-style-type: none"> • The Relate story • What we learned about customer • Best practices – what has been learned <p>Presenter: Lin Griffiths, <i>Relate</i></p>
12.15 - 12.35	<p>Presentation: Making collaboration work for continuous innovation</p> <ul style="list-style-type: none"> • The collaborative landscape provides fertile ground for continuous innovation • Creating an innovation culture • Case study successes in reaching out to the workforce, partners, customers and customer communities to fail fast and succeed sooner <p>Presenter: David Heneghen, Founder, <i>CX Index</i></p>

12.35 – 12:55	Presentation: Social CRM: the real opportunity Presenter: Lily Emery , Director, Co-Founder, <i>Matter</i>
12:55 – 14.00	Lunch and Exhibition
14.00 – 14.30	Panel Discussion: What Will the Future Look Like for Sensing Capabilities? <ul style="list-style-type: none"> • How will sensing capabilities evolve? What are the emerging capabilities? Moderator: Maxine Holt , Practice Leader, Software – IT, <i>Ovum</i> Panellists: Phil Dix , Manager, Customer Operations, <i>Honda Europe</i> Caroline Morris , Operations Director – B2B, <i>Sky IQ</i>
14.30 – 15.00	Presentation: Gaining business impetus and customer value from Big data <ul style="list-style-type: none"> • What role for the CIO? • CIO and CMO – unnatural bedfellows? • A good CIO plays Merlin to King Arthur Presenter: Richard Edwards , Principal Analyst, <i>Ovum</i>
15.00 – 15.30	Panel Discussion: What does the customer experience look like for the employee? <ul style="list-style-type: none"> • Organisation impact? • What will the employee see? • Advice and guidance on migrating to this better CX state? Moderator: Richard Edwards , Principal Analyst, <i>Ovum</i> Panellists: Louise Fowler , Director – Brand and Customer Experience, <i>The Co-Operative Bank</i> Martin Dowson , Director (CX Strategy), <i>Comotion</i> Lily Emery , Director, Co-Founder, <i>Matter</i>
15.30 – 16.00	Coffee and Exhibition
16.00 – 16.45	Panel Discussion: Next Practices Around VOC and Customer Feedback Management <ul style="list-style-type: none"> • How do you embed the voice of the customer into the organisation? • How has the organisation benefitted? • What were the biggest challenges you faced? • What would you do differently in hindsight? Moderator: Jeremy Cox , Principal Analyst CRM, <i>Ovum</i> Panellists: Sabrina Lee , Customer Management and Commercial Development Lead, <i>Vodafone</i> Charlie Casey , Senior Customer Experience Performance Manager, <i>Barclays Bank</i> Peter Mann , Vice President of Sales – EMEA, <i>Clarabridge</i>
16.45	Close of Conference

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