# CX Network LIVE: The Smart Customer Experience

*10-12 July 2018 | Virtual Conference – Webinar Series*

*CX Network LIVE* is a quarterly virtual conference (getting on average 1,000+ registrations) showcasing the challenges and opportunities around a set theme impacting the customer experience industry. The focus for our next event in June is The Smart Customer Experience.

*Work smarter, not harder.*

How can the intelligent enterprise enhance the customer experience you're providing? Buzzwords such as artificial intelligence, chatbots, machine learning and automation are dominating the landscape, but let's not forget about long-term developments in digital and mobile either, as well as the need to be agile to stay on top of a constantly changing landscape and keep up with the brands disrupting the market. Combined with the new and emerging trends within technology, these are the drivers to creating a smarter, more efficient and – most important of all – a WOW customer experience!

Key themes:

- How **artificial intelligence-powered chatbots** can transform your CX
- **The digital experience**: Connecting the customer dots in an omni-channel world
- **Automation vs the human touch:** Finding the right balance between efficiency and personalisation
- **Customer experience on-the-go:** Tapping into the power of mobile touchpoints
- **The next frontier in analytics** and how to ensure you do not intrude and be perceived as 'creepy'
- **Real-time actionable insights:** Create a 360-degree CX and drive measurable business results

This agenda is a work in progress and will be subject to change

| **What to expect from CXN LIVE:** | **Who is it for?** | **Who should attend?** |
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| <ul><li>Access to world-class global speakers from the comfort of your own desk</li><li>On-demand versions of each session to rewatch, share with colleagues, or tune into if you weren't able to catch them all live</li><li>Additional downloadable resources aligned with the conference and individual sessions</li><li>Opportunity to meet cutting-edge technology providers</li><li>Ask the presenters *your* questions in a live Q&A following each session</li><li>Priority access to CX Network's annual market report into the impact of the intelligence enterprise on CX</li></ul> | <ul><li>Attendees of our physical conferences and exchanges that want the opportunity to access presentations and insights from global leaders within customer experience</li><li>CX professionals who aren't able to attend our physical events due to time, location or budget restrictions</li><li>Global decision-makers with an investment in customer experience</li><li>Solution and service providers active within CX</li></ul> | <ul><li>CEO, Chief Customer (Experience) Officer, Chief Digital Officer, CMO</li><li>VP, Director, Head of Customer Experience, CEM, Customer Success</li><li>VP, Director, Head of Customer Service, Customer Operations, Call Centre, Contact Centre</li><li>VP, Director, Head of Digital (Experience), Online (Experience), Mobile (Experience)</li><li>VP, Director, Head of Customer Loyalty, Customer Satisfaction, Voice of the Customer, Customer Feedback</li><li>VP, Director, Head of AI, (Customer) Analytics</li><li>Solution and service providers in the customer experience space</li></ul> |

*Agenda – all timings are US East Coast (EST) and UK (GMT)*

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## DAY 1 – 10 JULY 2018

**Chair's opening remarks**

07:00am – 08:00am EST // 12:00pm – 01:00pm GMT

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| **TBD** |

09:00am – 10:00am EST // 02:00pm – 03:00pm GMT

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| **TBD** |

11:00am – 12:00pm EST // 04:00pm – 05:00pm GMT

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**Chair's closing remarks**

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## DAY 2 – 11 JULY 2018

This agenda is a work in progress and will be subject to change

**Chair's opening remarks**

07:00am – 08:00am EST // 12:00pm – 01:00pm GMT

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**Case study: How to capture real-time, actionable customer insights**

In an age of survey fatigue, how can you capture customer feedback on products and services in a less time-consuming and less intrusive way? And how do you ensure that the insights are collected in real-time to drive immediately actionable business results? In his presentation, the Digital Innovation Lead for London Luton Airport, will share:

- How to capture feedback across multiple touch points, from NLP to social media analytics
- And how to collate this into easy-to-use dashboards that help analyse the trends
- A case study on how they're collecting real-time insights through a brand-new digital innovation implemented at the airport
- The importance of relaying the feedback insights and actions with customers to drive a 360-degree CX

*Dougie Anscombe-Stephen, Digital Innovation Lead, London Luton Airport*

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09:00am – 10:00am EST // 02:00pm – 03:00pm GMT

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**TBD**

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11:00am – 12:00pm EST // 04:00pm – 05:00pm GMT

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**Chair's closing remarks**

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<span style="background-color: yellow">**DAY 3: 12 JULY 2018**</span>

**Chair's opening remarks**

07:00am – 08:00am EST // 12:00pm – 01:00pm GMT

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09:00am – 10:00am EST // 02:00pm – 03:00pm GMT

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11:00am – 12:00pm EST // 04:00pm – 05:00pm GMT

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**Chair's closing remarks**

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