CX Network LIVE: The Smart Customer Experience

10 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 event in July 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

Timings and sessions are subject to change

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

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

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Chair's opening remarks

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

Why smart brands don't have a customer experience programme…

You can deliver customer satisfaction without driving a customer experience (CX) programme. Join this webinar with Thomas Reby, Senior Strategy Manager at Google, as he shows how a programme can be designed to focus on outcomes, and intentionally delivering CX as a by-product of an overarching success model. During this webinar you'll learn how to:

o   Pick inputs/leading indicators with intent
o   Predict customer satisfaction
o   Merge sales and service and tracking success
o   Deliver a WOW customer experience

Thomas Reby, Senior Strategy Manager, Google

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

Preparing your internal culture for a digital CX transformation

As you embark on your own omni-channel transition, have you considered how important it is to prepare your team for the challenges that change will create? This discussion will explore how technology and innovation is not the only bridge managers will cross. The foundational layers to a smarter CX include:

o   Culture: When legacy thinking creates fear of innovation

Timings and sessions are subject to change

	o	Leadership: Have you prepared your team for teamwork?
	o	Analytics: Guardrails for data driven-decisions
	Waves Kane-Mowatt, Director Customer Experience, Amtrak	

Chair's closing remarks

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