

# Gartner Customer Experience & Technologies Summit 2017

10 – 11 May / London, UK / [gartner.com/eu/cx](http://gartner.com/eu/cx)

## Summit Overview



**Gartner Customer Experience & Technologies Summit** will be Europe's most important annual gathering for IT and Business professionals who focus on the technologies and best practices that enable the customer experience.

This Summit is an evolution of Gartner's previous Customer Strategies & Technologies Summit. With Customer Experience (CX) now at the top of CEO and CIO agendas, the event will deliver a greater breadth and depth of CX content, focusing on CX strategies, data and analytics, CX design, and CX channels.

### Theme

## Shaping the Future of Customer Experience

European organizations are consumed with firefighting the causes of customer experience dissatisfaction. This relentless pursuit has been complicated by the emergence of new channels, new customer behaviours, new design breakthroughs, new customer expectations and new sources of customer data.

Over the past 10 years, Gartner has conducted extensive research aimed at helping organizations overcome these challenges and embracing the opportunities that focusing on the customer experience entails. The **Gartner Customer Experience & Technologies Summit** builds on this backdrop, providing actionable advice on what to do today and also looking to the future where a new generation of customers' expectations need to be met and where things become customers. Embracing these changes as well as technologies like chatbots, artificial intelligence and virtual reality all need to be considered when shaping the future of your customer experience.

### Key benefits of attending

#### Learn how to:

- Develop a CX strategy to deliver competitive differentiation
- Take a leadership role in improving the CX
- Measure the success of CX projects
- Understand technology, business and societal trends that will impact on customer engagement
- Improve the quality of customer data
- Create a single view of the customer
- Develop customer journey maps to boost CX outcomes
- Design a better digital user experience
- Build a strategy for a better multichannel customer experience
- Prepare for the impact of "Things" becoming customers

## Agenda Tracks

### A. Customer Strategy

This track examines how to build a customer strategy whether customers are consumers or businesses or whether delivery is direct or indirect, then how to measure, govern and architect technology to support that strategy. Improving the customer experience is at the top of the CEO, CMO, CIO and head of customer service's agendas. But evaluating, implementing and optimizing a customer strategy is not easy. It means looking across the organization at every interaction with the customer to make improvements, then organizing and measuring the experience across many different departments and business units.

### B. Customer Data & Analytics

Sessions in this track cover the key elements organizations need to include in their customer experience analytics strategies. Compelling customer experiences increasingly rely on data and analytics. Identifying and collecting the necessary data, interpreting it to understand customer expectations, and using it to design and deliver interactions that achieve both the customer's and organization's objectives requires increasingly sophisticated strategies and technologies.

### C. Customer Experience Design

This track looks at how to design a better digital user experience. Designing a great customer experience requires thinking from the customers' perspective and the use of multiple new, different skills. The user experience is having an increasingly important impact on the overall customer experience as a growing percentage of customer interactions go digital. Portals, content management, customer communications tools and user experience platforms are all altering in response to these new demands.

### D. Customer Experience Channels

This track looks at how organizations should plan for and build out a strategy for a better multichannel customer experience. Channel shift is in full swing for most organizations in most industries. From voice and face to face interactions, to web and mobile and now to messaging apps, video, virtual assistants, virtual reality, augmented reality and new social networks. And the numbers of new channel types are only set to increase. Yet customers want all these channels to be joined up, cohesive and integrated. They are seeking seamless, unified customer experience.

## Target Audience

### Heads of Customer Experience

- Chief Customer Officer
- VP/Head of Customer Experience
- Customer Engagement Manager
- Marketing Customer Experience Lead
- Digital Commerce Manager

### IT Leaders Supporting CX Initiatives

- Applications Leader
- IT Director/Manager
- User Experience Manager
- CRM or CX Project Leader
- IT Architect

### Customer Data and Analytics Managers

- Customer Data Manager
- Customer Insight Manager
- Master Data Manager
- Customer Journey Analytics Manager
- Voice of the Customer Manager
- Customer Feedback Manager

### Customer Service and Support Managers

- Customer Service & Support Manager
- Customer Care Manager
- Contact Centre Manager
- Customer Engagement Manager
- Contract Centre Infrastructure Manager
- CRM Manager

## Hot Topics

- CX vision and strategy
- Customer data and analytics
- Designing the CX
- Customer experience across multiple channels
- CX metrics

## Early Bird Discount

**Save €325 when you register by 10 March 2017**

Early Bird Price: € 2,300 + VAT

Standard Price: €2,625 + VAT

## Analyst one-on-one and workshop pre-booking dates:

Alumni/Elite booking OPEN: 29 March

All Attendee Booking OPEN: 12 April

