



Turning Customer Experience Vision into Reality



Customer experience tops the list of many organizations' desired digital business outcomes with CRM remaining a Gartner top-10 search term.

Gartner's CEO survey reveals improved customer experience and loyalty is already the No.1 outcome for digital business transformation that organizations are undertaking. The emergence of new channels, new customer behaviors, new design breakthroughs, new customer expectations and new sources of customer data offer new opportunities and challenges to improve the customer experience and deliver sustainable competitive advantage.

Gartner is bringing its successful Customer Experience & Technologies Summit down under.

Backed by Gartner's world-leading research, analysts will deliver independent advice, thought leadership and insight into future trends of customer experience. The summit enables delegates to validate their customer experience strategy, technology options and business plans, exchange best practices with peers and spark new ideas. Delegates will benefit from a unique learning experience filled with inspirational presentations, real-world case studies, analyst engagements and peer exchanges, and from gaining access to leading service providers.

Hot topics

- Defining customer experience vision, strategy and metrics
- Building business case and value realization
- Fostering a customer centric culture
- Architecting and selecting customer experience technologies
- Strength and weakness of CRM mega vendors
- Designing the user experience and customer journey
- Harnessing the shifting customer engagement channels for better customer service
- Improving the employee experience to deliver stellar customer service
- Conversation AI, virtual customer assistants/Chatbot
- Architecting IOT to deliver better customer experience
- Creating a single view of customers
- Applying customer analytics best practices
- Listening, analyzing and acting on voice of customers
- Addressing cultural change and collaboration
- Managing organizational and departmental politics

Who should attend

- **Customer Experience Leaders**
- **IT Leaders Supporting Customer Experience Initiatives**
- **Customer Data and Analytics Managers**
- **Customer Service and Support Managers**

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PREDICTS**

By 2022, 25% of organizations will be able to show a positive relationship between improving the customer experience and the ROI measured as a financial value.

By 2021, 15% of all customer service interactions will be completely handled by AI, an increase of 400% from 2017.

 **#GartnerCX**

Gartner Customer Experience & Technologies Summit 2018

18 – 19 June / Sofitel Wentworth Sydney / gartner.com/ap/cx



Keynote speakers



Ed Thompson
VP Distinguished Analyst, Gartner
Superior Customer Experience
— *The Winner Takes It All*

There was a time when having a second best customer experience was not punished by customers, employees and investors. But in 2018 the organization with the best customer experience is being disproportionately rewarded and the winner takes it all and the loser has to fall. So what are those with the superior customer experiences doing differently and how can you adopt their best practices to also come out on top?



Matt Church
Leadership Expert
NEXT: Leading In The Decade Of Disruption

In this rapidly changing world, the only certainty is that what works today will not work tomorrow. The successful players will be the ones with the greatest agility, creativity and foresight. In this keynote, Matt Church will help you understand the move from change management to change leadership; learn how to disrupt your own work deliberately; explore frameworks for managing complexity and ultimately position you, your career and your business to succeed in the future.

Gartner analysts at the Summit



Summit Chair
Olive Huang
Research VP, Gartner

Gene Alvarez

Jim Davies

Gareth Herschel

Jim Robinson

Michael Maoz

Magnus Revang

Ed Thompson

Bard Papegaaij

Brian Prentice

Agenda Tracks

Track A:

Build an Industry-Leading Customer Experience Strategy and Culture

This track examines how to build an industry leading customer experience strategy whether customers are consumers or businesses, or whether delivery is direct or indirect. Learn how to measure, govern and mobilize the whole organization to support that strategy. We will discuss how technology innovations drive, or potentially ruin your customer experience. We will also explore the impact of customer experience initiatives on your organization, the importance of employee experience, how to manage the cultural change required to become a customer centric organization, and how you can realize business benefits of superior customer experience.

Track B:

Architect a Modern Customer Experience Solution Portfolio

This track explores how to develop a robust multi-phased technology investment strategy that maximizes your customer experience impact. Customer experience influence transcends roles and departments and as such, the scope of technologies that can potentially be involved is vast and new technologies are arriving all the time. Identifying and collecting the necessary customer data, interpreting it to understand customer expectations, and using it to design and deliver meaningful interactions require increasingly sophisticated strategies and technologies. Learn how aligning technology investments to orchestrate a relevant, contextual and personalized customer experience across the customer journey.

Value in Attending

- **Build an enterprise level CX Strategy** to deliver a fantastic customer experience for your target market, driving satisfaction, loyalty, advocacy and ultimately revenue and profit for the business.
- **Architect modern customer experience solutions** to deliver the optimum cross-channel, cross-departmental customer journey.
- **Treat data as a core asset for better Customer Experience** by building a 360 view of the customer and analytical capabilities to deliver personalized experience at scale.
- **Plan for the next generation of Customer Experience** through building digital trust, using AI in CX and architecting IOT to deliver customer experience.
- **Grow organizational emphasis on employee engagement** and designing an employee experience

Three ways to register

 gartner.com/ap/cx

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Early-bird discount

Register before 20 April and save \$425

