Gartner Customer Experience & Technologies Summit 2017

10 - 11 May 2017 / London, UK
gartner.com/eu/cx

Gartner predicts that by 2020, more than 40% of all data analytics projects will relate to an aspect of customer experience.

Hot Topics

- CX vision and strategy
- Customer data and analytics
- CX design
- Multichannel CX
- CX metrics

Early-bird savings
Register by 10 March 2017 and save €325
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. We will then explore how to measure, govern and architect technology to support that strategy.

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.

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. 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.

Guest Keynotes

Connected! A Customer Journey into Life and Work in the Digital Society
Frank Buytendijk
VP & Gartner Fellow

Have You Experienced Your Business as a Customer?
Stefan Hyttfors
Acclaimed futurist and author

Taking an Entrepreneurial Approach to Customer Experience
Sahar Hashemi
Thought leader on innovation and entrepreneurship

What our attendees say?

“A moment in time when IT and Business can come together and discuss the future in an energetic and positive environment with knowledge in reach.”
Folksam Insurance

“Very inspiring sessions, helping us in our journey for defining the digital customer strategy.”
Heineken International
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 behaviors, 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

- Develop a CX strategy to deliver sustainable competitive differentiation
- Improve your leadership skills to help drive CX improvements
- Identify metrics to measure and prove the success of CX projects
- Improve customer data quality for insight into customer behaviors and journeys
- Understand technology, business and societal trends that will impact on customer engagement
- Create a single view of the customer to provide timely and relevant insights
- Craft a better digital user experience to improve customer adoption
- Create seamless multichannel customer experiences to drive better engagement
- Use process design to improve B2B CX programs
- Prepare for the impact of “Things” becoming customers

Who Should Attend

- Head of Customer Experience
- Chief Customer Officer
- CRM Manager
- Customer Engagement Manager
- Customer Data and Analytics Manager
- Customer Insight Manager
- IT leader supporting CX initiatives
- Customer Service & Support Manager
- Applications Manager
- Contact Centre Manager
- Marketing Manager
- IT Architect

Visit gartner.com/eu/cx or call +44 (0)20 8879 2430 for updates and to register!
### Agenda at a Glance

#### Wednesday, 10 May 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 – 20:00</td>
<td>Registration and Information</td>
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</table>
| 08:15 – 09:00 | Tutorial: How to Build the Business Case for a Technology Investment to Improve the Customer Experience (Foundation)  
Olive Huang |
| 09:15 – 10:15 | Welcome and Gartner Opening Keynote: Connected! A Customer Journey into Life and Work in the Digital Society  
Frank Buytendijk |
| 10:15 – 11:15 | Guest Keynote: Have You Experienced Your Business as a Customer?  
Stefan Hyttfors, Acclaimed Futurist and Author |
| 11:15 – 11:45 | Refreshment Break in the Solution Showcase                               |
| 11:45 – 12:30 | Customer Experience Strategy Scenario: Roadmap to Differentiation  
Ed Thompson |
| 12:30 – 13:45 | Lunch in the Solution Showcase                                           |
| 13:45 – 14:30 | Top Emerging Trends and Their Impact on Customer Engagement  
Don Scheibenreif |
| 14:45 – 15:15 | Solution Provider Sessions                                                |
| 15:15 – 16:00 | Refreshment Break in the Solution Showcase                               |
| 16:00 – 16:45 | The Ten Habits of Customer-Centric Organizations  
Olive Huang and Jenny Sussin |
| 17:00 – 17:30 | To the Point: How to Measure the Customer Experience  
Ed Thompson |
| 17:30 – 19:30 | Networking Reception in the Solution Showcase                             |

#### Thursday, 11 May 2017

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| 08:45 – 09:30 | How Superior Employee Experience Drives Superior Customer Experience  
Jim Davies |
| 09:45 – 10:15 | Solution Provider Sessions                                                |
| 10:15 – 10:45 | Refreshment Break in the Solution Showcase                               |
| 10:45 – 11:30 | Case Study                                                               |
| 11:45 – 12:30 | Leadership: The Most Critical Success Factor In Improving the Customer Experience  
Debra Logan |
| 12:30 – 13:30 | Lunch in the Solution Showcase                                           |
Ilona Hansen |
| 14:30 – 15:15 | What Are Customer Expectations for Privacy?  
Jenny Sussin |
| 15:15 – 15:45 | Refreshment Break in the Solution Showcase                               |
| 15:45 – 16:30 | Guest Keynote: Taking an Entrepreneurial Approach to Customer Experience  
Sahar Hashemi, Thought Leader on Innovation and Entrepreneurship |
| 16:30 – 16:35 | Closing Remarks  
Ed Thompson |

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**Case Studies**

Hear real-life case studies from leading organizations sharing their insights on concerns, challenges and solutions

**Analyst One-on-One Meeting**

Complimentary consulting with Gartner analyst of your choice

**Analyst-User Roundtable Discussions**

Moderated by Gartner analysts for exchanging ideas and best practices with your peers
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<td>Workshop: What Will Your CRM Technology Landscape Look Like in Five Years? (Advanced)</td>
<td>Michael Maoz and Olive Huang</td>
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<td>Ask the Analyst: Building a Digital Design Capability</td>
<td>Brian Prentice</td>
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<td>Ask the Analyst: Voice of the Customer</td>
<td>Jim Davies</td>
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<td>Architect Your Business to Engage &quot;Things&quot; as Customers (Advanced)</td>
<td>Don Scheibenreif</td>
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<td>The Future of Social Media as a Customer Service Channel</td>
<td>Jenny Sussin</td>
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<td>Ask the Analyst: Improving Customer Data Quality</td>
<td>Saul Judah</td>
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<td>Ask the Analyst: Personalizing the Digital Customer Experience</td>
<td>Mick MacComscaigh</td>
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<td>12:50 – 13:05</td>
<td>Magic Quadrant for Customer Engagement Center</td>
<td>Michael Maoz</td>
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<td>Customer Analytics: What Could It Mean for You?</td>
<td>Gareth Herschel</td>
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<td>To the Point: Using BOTs for Customer Experience — Better, Faster and Cheaper (Advanced)</td>
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**Workshops**

Small-scale and interactive; drill down on specific topics with a how-to focus

*Registration required; End-user organizations only
Registration and Pricing

Gartner Clients
A Gartner ticket covers both days of the Summit. Contact your Account Manager or e-mail emea.events@gartner.com to register using a ticket.

Summit Team Discount Offers:
- 4 for the price of 3
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- 10 for the price of 7

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Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

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Cincom helps global organizations use technology to improve sales effectiveness within CRM through automated Configure-Price-Quote (CPQ) and guided selling software for customized products and services.
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With more than 420,000 customers, and with deployments across a wide variety of industries in more than 145 countries, Oracle offers a comprehensive and fully integrated stack of cloud applications, platform services, and engineered systems.
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Pricing
Early Bird Price: £2,300 + UK VAT (Ends 10 March 2017)
Standard Price £2,625 + UK VAT
Public Sector Price £2,075 + UK VAT

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