

# Gartner Customer Experience & Technologies Summit 2017

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



## Agenda at a Glance



When attending this event, please refer to the Gartner Events mobile app for the most up to date session and location information

Agenda as of 24 January 2017 and subject to change

TRACKS	A. Customer Strategy	B. Customer Data & Analytics	C. Customer Experience Design	D. Customer Experience Channels	Ask the Analyst Roundtables*	Workshops*
	<b>Wednesday 10 MAY 2017</b>					
08:00 – 20:00	Registration and Information					
08:15 – 09:00	Tutorial: How to Build the Business Case for a Technology Investment to Improve the Customer Experience (Foundational) <b>Olive Huang</b>			Tutorial: How to Create a Data Quality Strategy (Foundational) <b>Saul Judah</b>		
09:15 – 10:15	<b>Welcome and Gartner Opening Keynote: Connected! A Customer Journey into Life and Work in the Digital Society</b> <b>Frank Buytendijk</b>					
10:15 – 11:15	<b>Guest Keynote: Have You Experienced Your Business as a Customer?</b> <b>Stefan Hyttfors, Acclaimed Futurist and Author</b>					
11:15 – 11:45	Refreshment Break in the Solution Showcase					
11:45 – 12:30	Customer Experience Strategy Scenario: Roadmap to Differentiation <b>Ed Thompson</b>	Six Styles of Customer Analytics (Foundational) <b>Gareth Herschel</b>	Establishing Your Digital Experience Platform (Advanced) <b>Gene Phifer</b>	The CX Channels Scenario: The Battle for Omnichannel <b>Steve Blood, Jim Davies and Jenny Sussin</b>		
12:30 – 13:45	Lunch in the Solution Showcase				12:50 – 13:05 Magic Quadrant for Customer Engagement Center <b>Michael Maoz</b>	
13:45 – 14:30	Top Emerging Trends and Their Impact on Customer Engagement <b>Don Scheibenreif</b>	The CX Data and Analytics Scenario: Why Customer Analytics Should be Your No.1 Investment in 2017 <b>Gareth Herschel</b>	The CX Design Scenario: Designing for People <b>Brian Prentice</b>	Why Humans Will Remain at the Core of Great Customer Service <b>Michael Maoz</b>	13:30 – 14:30 Ask the Analyst: Personalizing the Digital Customer Experience <b>Mick MacComscaigh</b>	13:45 – 15:15 Workshop: Building Customer Journey Maps for Developing and Improving Services (Advanced) <b>Magnus Revang and Brian Manusama</b>
14:45 – 15:15	Solution Provider Sessions					
15:15 – 16:00	Refreshment Break in the Solution Showcase				15:30 – 15:45 Magic Quadrant for Web Content Management <b>Mick MacComscaigh</b>	
16:00 – 16:45	The Ten Habits of Customer-Centric Organizations <b>Olive Huang and Jenny Sussin</b>	How to Listen Better to The Voice of the Customer (Foundational) <b>Jim Davies</b>	How the Digital Age is Reinventing Web Content Management <b>Mick MacComscaigh</b>	Harness the Disruption in Communications and Collaboration for Competitive Advantage (Advanced) <b>Bern Elliot</b>	15:45 – 16:45 Ask the Analyst: Improving Customer Data Quality <b>Saul Judah</b>	16:00 – 17:30 Workshop: Improving the B2B Customer Experience <b>Ilona Hansen</b>
17:00 – 17:30	To the Point: How to Measure the Customer Experience <b>Ed Thompson</b>	To the Point: How to Create a Single View of the Customer <b>Saul Judah</b>	To the Point: User Experience Disasters and How to Avoid Them <b>Magnus Revang and Gene Phifer</b>	To the Point: Using BOTs for Customer Experience – Better, Faster and Cheaper (Advanced) <b>Brian Manusama</b>		
17:30 – 19:30	Networking Reception in the Solution Showcase					
<b>Thursday 11 MAY 2017</b>						
08:00 – 16:30	Registration and Information					
08:45 – 09:30	How Superior Employee Experience Drives Superior Customer Experience <b>Jim Davies</b>	Customer Journey Analytics: Moving From Optional to Essential (Advanced) <b>Gareth Herschel</b>	Digital Commerce 2025: Commerce That Comes to You <b>Mike Lowndes</b>	The Future of Social Media as a Customer Service Channel <b>Jenny Sussin</b>	08:30 – 09:30 Ask the Analyst: Building a Digital Design Capability <b>Brian Prentice</b>	08:45 – 10:15 Workshop: What Will Your CRM Technology Landscape Look Like in Five Years? (Advanced) <b>Michael Maoz and Olive Huang</b>
09:45 – 10:15	Solution Provider Sessions					
10:15 – 10:45	Refreshment Break in the Solution Showcase				10:20 – 10:35 Magic Quadrant for Contact Center as a Service, Western Europe <b>Steve Blood</b>	
10:45 – 11:30	Case Study	Case Study	Case Study	Case Study	10:30 – 11:30 Ask the Analyst: Dealing With Uncertainty and Distressed Communication Vendors <b>Bern Elliot</b>	10:45 – 12:15 Workshop: Getting Your Message Across <b>Rob Geraghty, Executive Coach and Expert on Influencing and Presenting</b>
11:45 – 12:30	Leadership: The Most Critical Success Factor In Improving the Customer Experience <b>Debra Logan</b>	Personalization Options for Enabling Better Customer Experiences <b>Mick MacComscaigh</b>	Building a User Experience Team <b>Magnus Revang</b>	Architect Your Business to Engage "Things" as Customers (Advanced) <b>Don Scheibenreif</b>	11:45 – 12:45 Ask the Analyst: Voice of the Customer <b>Jim Davies</b>	
12:30 – 13:30	Lunch in the Solution Showcase				12:40 – 12:55 Magic Quadrant for Digital Commerce <b>Mike Lowndes</b>	
13:30 – 14:15	Building a Better B2B Customer Experience Program <b>Ilona Hansen</b>	What to Do and Not to Do With Artificial Intelligence and Cognitive Computing (Advanced) <b>Brian Manusama</b>	Learning Customer Journey Mapping <b>Magnus Revang</b>	The Evolving Role of Unified Communications in the Customer Experience <b>Steve Blood</b>	13:15 – 14:15 Ask the Analyst: Customer Analytics: What Could It Mean for You? <b>Gareth Herschel</b>	
14:30 – 15:15	What Are Customer Expectations for Privacy? <b>Jenny Sussin</b>	The Future of Data and Analytics: Empowerment and Anarchy (Advanced) <b>Debra Logan</b>	Creating a Digital Design Capability, Organization Strategies and Tactics (Advanced) <b>Brian Prentice</b>	How Artificial Intelligence, Digital Business and cPaaS Are Driving the Next Contact Center Platform <b>Bern Elliot</b>		
15:15 – 15:45	Refreshment Break in the Solution Showcase					
15:45 – 16:30	<b>Guest Keynote: Taking an Entrepreneurial Approach to Customer Experience</b> <b>Sahar Hashemi, Thought Leader on Innovation and Entrepreneurship</b>					
16:30 – 16:35	Closing Remarks <b>Ed Thompson</b>					