

Gartner Customer Experience & Technologies Summit 2017

10 – 11 May / London, UK / 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

Wednesday 10 MAY 2017	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) Olive Huang				Tutorial: How to Create a Data Quality Strategy (Foundational) Saul Judah		
	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						
	TRACKS	A. Customer Strategy	B. Customer Data & Analytics	C. Customer Experience Design	D. Customer Experience Channels	Ask the Analyst Roundtables*	Workshops*
	11:45 – 12:30	Customer Experience Strategy Scenario: Roadmap to Differentiation Ed Thompson	Six Styles of Customer Analytics (Foundational) Gareth Herschel	Establishing Your Digital Experience Platform (Advanced) Gene Phifer	The CX Channels Scenario: The Battle for Omnichannel Steve Blood, Jim Davies and Jenny Sussin		
	12:30 – 13:45	Lunch in the Solution Showcase				12:50 – 13:05 Magic Quadrant for Customer Engagement Center Michael Maoz	
	13:45 – 14:30	Top Emerging Trends and Their Impact on Customer Engagement Don Scheibenreif	The CX Data and Analytics Scenario: Why Customer Analytics Should be Your No.1 Investment in 2017 Gareth Herschel	The CX Design Scenario: Designing for People Brian Prentice	Why Humans Will Remain at the Core of Great Customer Service Michael Maoz	13:30 – 14:30 Ask the Analyst: Personalizing the Digital Customer Experience Mick MacComscaigh	13:45 – 15:15 Workshop: Building Customer Journey Maps for Developing and Improving Services (Advanced) Magnus Revang and Brian Manusama
	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 Mick MacComscaigh		
16:00 – 16:45	The Ten Habits of Customer-Centric Organizations Olive Huang and Jenny Sussin	How to Listen Better to The Voice of the Customer (Foundational) Jim Davies	How the Digital Age is Reinventing Web Content Management Mick MacComscaigh	Harness the Disruption in Communications and Collaboration for Competitive Advantage (Advanced) Bern Elliot	15:45 – 16:45 Ask the Analyst: Improving Customer Data Quality Saul Judah	16:00 – 17:30 Workshop: Improving the B2B Customer Experience Iona Hansen	
17:00 – 17:30	To the Point: How to Measure the Customer Experience Ed Thompson	To the Point: How to Create a Single View of the Customer Saul Judah	To the Point: User Experience Disasters and How to Avoid Them Magnus Revang and Gene Phifer	To the Point: Using BOTs for Customer Experience – Better, Faster and Cheaper (Advanced) Brian Manusama			
17:30 – 19:30	Networking Reception in the Solution Showcase						

Thursday 11 MAY 2017	08:00 – 16:30 Registration and Information						
	08:45 – 09:30 How Superior Employee Experience Drives Superior Customer Experience Jim Davies		Customer Journey Analytics: Moving From Optional to Essential (Advanced) Gareth Herschel	Digital Commerce 2025: Commerce That Comes to You Mike Lowndes	The Future of Social Media as a Customer Service Channel Jenny Sussin	08:30 – 09:30 Ask the Analyst: Building a Digital Design Capability Brian Prentice	08:45 – 10:15 Workshop: What Will Your CRM Technology Landscape Look Like in Five Years? (Advanced) Michael Maoz and Olive Huang
	09:45 – 10:15 Solution Provider Sessions						
	10:15 – 10:45 Refreshment Break in the Solution Showcase						
	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 Bern Elliot	10:45 – 12:15 Workshop: Getting Your Message Across Rob Geraghty, Executive Coach and Expert on Influencing and Presenting
	11:45 – 12:30	Leadership: The Most Critical Success Factor In Improving the Customer Experience Debra Logan	Personalization Options for Enabling Better Customer Experiences Mick MacComscaigh	Building a User Experience Team Magnus Revang	Architect Your Business to Engage "Things" as Customers (Advanced) Don Scheibenreif	11:45 – 12:45 Ask the Analyst: Voice of the Customer Jim Davies	
	12:30 – 13:30	Lunch in the Solution Showcase				12:40 – 12:55 Magic Quadrant for Digital Commerce Mike Lowndes	
	13:30 – 14:15	Building a Better B2B Customer Experience Program Iona Hansen	What to Do and Not to Do With Artificial Intelligence and Cognitive Computing (Advanced) Brian Manusama	Learning Customer Journey Mapping Magnus Revang	The Evolving Role of Unified Communications in the Customer Experience Steve Blood	13:15 – 14:15 Ask the Analyst: Customer Analytics: What Could It Mean for You? Gareth Herschel	
	14:30 – 15:15	What Are Customer Expectations for Privacy? Jenny Sussin	The Future of Data and Analytics: Empowerment and Anarchy (Advanced) Debra Logan	Creating a Digital Design Capability, Organization Strategies and Tactics (Advanced) Brian Prentice	How Artificial Intelligence, Digital Business and cPaaS Are Driving the Next Contact Center Platform Bern Elliot		
	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						