

1. “Touchpoint Choreography” from a Customer’s Perspective

How can a company possibly manage all the potential channels of communication out there and still ensure a delightful customer experience? Today’s customer BOTH expects to exercise free choice in how and when to interact with a (prospective) supplier AND has the power to make his/her disappointment known very publicly and very quickly. By taking the customer’s perspective, not only can you better understand how your different customer groups make their purchase decisions, you can also start setting priorities for customer communication in this new digital world. This keynote provides a straightforward approach for orchestrating customer interactions in keeping with the way your customers make purchase decisions (customer journey map), using examples from around the globe.

2. Customer Journey Best Practices: Digital Customer Experience

Customers don’t buy the way we sell, and they certainly don’t think digitally! They simply go about their business in the way they see fit, using the very latest digital touchpoints to their own advantage – whether their suppliers have embraced them or not. But does the future really dictate that the successful company slavishly follow every technological fad? No – and yes. In 2015 and 2016, Phil spent 18 months conducting workshops to create Customer Journey Maps with over 3,400 representatives of diverse businesses in different industries across the globe. In this speech, he presents his insights and moments of greatest enlightenment from those workshops, for example how companies from around the world successfully integrate all kinds of digital customer interaction into their businesses.

3. From Customer Satisfaction to Customer Delight: the Reality

Everyone talks about “satisfying customers” but satisfaction is not enough to ensure either loyalty or higher purchasing volume. From the customer’s perspective, it is easy to understand what they want: to be delighted! Directed actions to build that delight – and ensure nothing detracts from it – can be programmatically implemented and measured. We’ll take a look at case studies and learn from the best practices of leading organizations, all with the aim of keeping it applicable and straightforward.

4. Give to Get: The Art and Science of Personal Data Bartering

For a moment, just forget about the shackles implied by data privacy regulations: People are actually willing to provide and give permission to use their factual and personal preference information – if they perceive a benefit for themselves. Furthermore, it does not require a loyalty program to get it! An approach for structuring the different levels of exchange is exemplified by case studies that make it real and practical. This speech is also relevant for enterprises with loyalty programs, because it helps them reach beyond the “points-program customers” to start addressing that huge group of people who are not willing or able to join the program, but are willing to exchange information for something they find valuable.

5. Getting agents to do the right things – for you and for the customer

One particular form of customer journey has a human touchpoint placed between a vendor and the customer: an agent. Previously, the agent might have been the sole point of contact to the customer and may have controlled all the other touchpoints as well – a gatekeeper of sorts. That can work out just fine, but one needs to be aware that reps also act in their own interest, which may or may not align with the goals of the organization. This speech deals with principles around influencing agent behavior not using the usual 'carrots or sticks' approach but by addressing the agent's individual social and emotional needs, just like any other customer.

6. EU Data Privacy Reform 2018: Farewell to 1to1 Marketing or Opportunity of the Century?

Will 25 May 2018 be the end of the marketing world as we (now) know it? Must we renounce individualized customer interactions and the finely-targeted approach and return to the dragnet campaigns and marketing megaphone of old? On the surface, the new EU data privacy regulations do seem to hamper our ability to cater for the needs of our customers if we can't mine their data to learn who – and how – they really are. But there are ways to comply with this law that actually open new opportunities for us. This lecture discusses the three major points of the law, and a number of practical approaches and case studies are presented to help businesses not only fulfill their compliance duty but to create value for both themselves and their customers.

7. What does Big Data mean from a customer perspective?

What does Big Data mean? Can these data really help your business, and if so, how?

First and foremost, we talk about how the broader picture you extract from your Big Data can help you take your customers' perspective, so that you better understand not only their future value but also their needs and behavior. Then, we present a method for determining which areas of your data are, in fact, important for knowing your customers – both today and in the future – and which are just noise. Examples from both BtoC (Business to Consumer) and BtoB (Business to Business) will be used to illustrate every point.

8. Doing One Thing Right: The Customer Cookbook for Small Business

The need to provide an excellent customer experience is clear, and all those wonderful examples from large corporations show that it can work. But what if, your business is small, and your resources are limited? We take the customer's perspective and focus in on the ONE THING that will provide a delightful experience for not only existing customers, but also potential (future) customers. This paper provides a practical approach, along with relevant success stories. This presentation is particularly suited to small and medium-sized enterprises, both BtoC and BtoB, and can be run as a focused, interactive workshop for small business groups.

9. Social Media and the Human Touchpoint: Redefining the Contact Centre

Social media touchpoints have shaken the world. But customers have formed expectations regarding which touchpoints should be used by commercial organizations, and when. These concrete requirements can be expressed in terms of what social media users expect from their peers – and what they expect from their suppliers or brands. By viewing the task from the customer’s perspective, we highlight the expanded role of the “human touchpoint” – e.g. our service center staff. Included are not only best practice case studies, but also concrete comparisons between the contact center of today and the requirements for the “human touchpoint center” of the future.

10. Sure signs of Dysfunctional Customer Relationship Management

Or

The 10 commandments of Successful Customer Centric Strategies

In hindsight, it is usually clear what has worked – and what has not. Explained through either positive case studies or the lessons learned from the negative ones, each of the 10 points in this lecture is thought-provoking and designed to help every organization reflect on the effectiveness of their current practices: even good programs can be improved while still in motion.

Learn more: To learn more about how Phil Winters can bring new excitement to your program, contact **Petra Skirk at +49 (0) 6221 430 8640** or via e-mail at petra.skirk@ciagenda.com or visit our website www.ciagenda.com