

# Agenda: Transforming Customer Experience Through Digital Transformation #DLFCX



8.30 - 9.00	Breakfast and networking
9.00 - 9.35	Welcome and ice breaker
9.35 - 10.10	<b>Presentation and Q&amp;A:</b> How to create a frictionless customer experience <ul style="list-style-type: none"> <li>• Alberta Soranzo, Director of End-to-End Service Design and Systems Thinking, <b>Lloyds Banking Group</b></li> </ul>
10.10 - 10.40	<b>Presentation and Q&amp;A:</b> Putting the customer in the centre of business success <ul style="list-style-type: none"> <li>• Nina Jones, Former Director of Customer Experience, <b>Microsoft</b></li> </ul>
10.40 - 11.00	Coffee and networking
11.00 - 11.20	<b>Case Studies and Q&amp;A:</b> How to leverage and scale analytics across an organisation to improve CX <ul style="list-style-type: none"> <li>• Alex Henry, Head of Customer Engagement and Transformation, <b>Domo</b></li> </ul>
11.20 - 11.45	<b>Cases Studies and Q&amp;A:</b> How can you use chatbots and AI-powered virtual assistants to improve customer experience? <ul style="list-style-type: none"> <li>• Matt Hooper, CMO, <b>imi mobile</b></li> </ul>
11.45 - 12.30	<b>Roundtable discussion groups</b>
12.30 - 12.45	Conclusions and close followed by lunch and networking 12.45- 13.30

## Diversity & Inclusion: How to beat impostor syndrome #DLFdiversity

**Are you committed to diversity and inclusion?** If so then join in this workshop to understand more about impostor syndrome and how you can empower yourself and your teams to fulfil their potential.

1.30 - 2.30	<b>Presentations and Q&amp;A:</b> <ul style="list-style-type: none"> <li>• Clare Muscutt, Founder &amp; CEO, CMXperience</li> <li>• Nina Jones, Former Director of Customer Experience, Microsoft</li> <li>• Jemma Waters, Digital Insights &amp; Partnerships Senior Manager, Lloyds Banking Group</li> </ul>
2.30 - 3.15	Diversity and inclusion discussion groups
3.15-3.30	Conclusions, prizes and close followed by coffee and networking