











How to Transform your Customer Experience

Monday 23rd September | HSBC, Canary Wharf



@dlfmembers #DLFCX

9:00-9:30	Breakfast and networking
9:30-10:00	Welcome & ice breaker
10.00-10.45	<p>Presentation: How Linford Christie and talking hamsters helped in transforming CX at National Express!</p>  <p>Vinay Parmar UK Customer and Digital Experience Director National Express</p>
10.45-11.15	<p>Presentation: Driving better CX and customer centricity at Hermes</p>  <p>Eoin Kenneally Head of CX - Digital Transformation and Insight Hermes</p>
11.15-11.30	Coffee break
11.30-12.00	<p>Presentation: Creating value through transforming customer journeys</p>  <p>Shelagh Martin Global Head of Customer Strategy HSBC</p>  <p>Donata Peksa Senior Customer Strategy Manager HSBC</p>
12.00-12.20	<p>Presentation: How can you use AI to improve your customer experience</p>  <p>Parry Malm CEO Phrasee</p>
12:20-13:00	Speaker deep-dives & round table discussions
13:00-13.15	Discussion group feedback
13.15-13.30	Conclusions, prizes and close
13.30-14.00	Lunch and networking

Speaker Deep-Dives	
	Vinay Parmar UK Customer and Digital Experience Director National Express
	Eoin Kenneally Head of CX – Digital Transformation and Insight Hermes
	Shelagh Martin Global Head of Customer Strategy HSBC
	Donata Peksa Senior Customer Strategy Manager HSBC
	Parry Malm CEO Phrasee
Discussion Groups	
Group A	How can you create a customer-centric focus across your organisation?
Group B	What technologies are you using to measure and improve your customer experience?
Group C	How can you create a frictionless customer experience in your organisation?
Group D	How can you create a more personalised customer experience across your digital touchpoints?