

## EFFORTLESS AND EFFICIENT EXPERIENCES: A Win-Win for Customers and the Organisation

### 14TH ANNUAL CUSTOMER CONTACT EUROPE: A FROST & SULLIVAN EXECUTIVE MIND CHANGE

*Part of our 2020 International Customer Contact Executive MindXchange Series*

**9 – 11 June 2020**  
**Sheraton Dubrovnik Riviera Hotel**  
**Croatia**

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 [www.frost.com/linkedinCC](https://www.frost.com/linkedinCC)

## 5 REASONS WHY YOU SHOULD ATTEND

### 1 YOUR CUSTOMER IS YOUR TRUE NORTH

Every person, every process, every tool must embed the customer in its DNA. Ignore this at your peril.

### 2 TECHNOLOGY IS MOVING FAST

An era of unprecedented change is upon us, driven by the pace of digital technologies. Get a grip on a fast moving landscape of solutions and find innovative ways to provide data-driven customer support.

### 3 EFFICIENCY MUST BE WELL THOUGHT OUT

Amidst all the disruption and innovation comes the unabated demand for operational efficiency and effectiveness. Strategically deploy the “must have” processes and technology to stay ahead of both evolving customer expectations and the demands of your senior management.

### 4 POWER TO YOUR PEOPLE

Your workforce is transforming and in turn presenting new challenges and new opportunities for brand ambassadorship. You must grasp a new model to attract and develop modern talent, and transition your existing workforce to one that embraces and is empowered by automation.

### 5 INSPIRE YOUR PEERS, COLLEAGUES AND YOUR INTELLECTUAL CURIOSITY

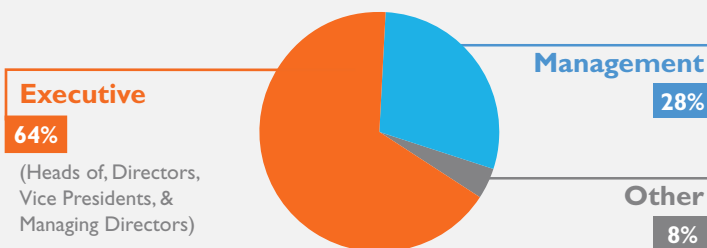
Our events are designed for you to open up your most formidable challenges and forge lasting connections with your industry peers. Ultimately, you will leave the event feeling invigorated, inspired and ready to enact purposeful change.

## LOCATION, LOCATION, LOCATION:



Conveniently located between the UNESCO-listed Dubrovnik Old Town and Dubrovnik Airport, Sheraton Dubrovnik Riviera Hotel is located in a secluded beachfront location in the village of Mlini. Wrapped in lush gardens running right down to the beach and with fabulous views across the sea, Sheraton Dubrovnik Riviera Hotel, an oasis of calm and a gem of contemporary architecture.

## EXECUTIVE PROFILE\* / WHO WILL PARTICIPATE



Join our growing community of customer service, customer contact, customer experience, and operations executives seeking and sharing new ideas and creative approaches to common challenges. Network with Vice Presidents, Directors, Senior Managers, and Heads of:

- Call Centres
- Contact Centres
- Customer Analytics
- Customer Care
- Customer Contact
- Customer Experience
- Customer Satisfaction & Loyalty
- Customer Service
- Customer Strategy
- Customer Support
- Operations
- Quality Assurance

\*please note this profile is based on past Executive MindXchange events.

## YOUR NEW FAVORITE EVENT

### COLLABORATE, COLLABORATE, COLLABORATE

Engage in strategic conversations with customer care and experience executives, guaranteed to generate new ideas!

### RELAX, HAVE FUN, AND MAKE NEW FRIENDS

Keep your contact list building and your engines revving while enjoying many unique networking events.

### FIND SOLUTIONS FAST

Be sure to sign up for a Frost & Sullivan Exclusive: Solutions Wheel! Collaborate speed date style with leading solution providers and discover who will help you address your business challenges - without a hard sales pitch.

### STAY AHEAD OF THE TECHNOLOGY CURVE

One-to-one personalised discussions will focus around new services that executives can take advantage of to meet the specific needs of their businesses.

### SEE FOR YOURSELF

Join us for a contact centre site tour and get tangible examples of customer engagement excellence.

# +83

## Net Promoter Score

Source: TechValidate Survey of Customer Contact Europe Executive MindXchange Participants

## 14th Annual

## CUSTOMER CONTACT EUROPE

## EXECUTIVE MINDXCHANGE ADVISORY BOARD:

## An Event Shaped by a Community of Your Peers!

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support in ensuring the agenda delivers relevant and valuable content.



**Ellie Broughton**  
Assistant Director of  
Customer Experience  
A2Dominion Group



**Sarah Cranston**  
Head of Customer Success  
LoopUp



**Stephen Hodson**  
Director,  
Customer Care – EMEA  
Bio-Rad



**Patrick Houbrigts**  
Global CS Strategic  
Projects Director  
Booking.com



**Kathy O'Mahony**  
Personal Sales Senior Manager,  
Direct Banking  
AIB



**Valentin Ristea**  
Call Center Manager  
Regina Maria, The Private Healthcare Network



**Neil Sturrock**  
Customer Service Director, Europe  
Office Depot UK Ltd



**Eric Thalmann**  
Director, Customer Service  
Central European Region  
Danfoss



## SNAPSHOT OF COMPANIES REPRESENTED AT PREVIOUS EXECUTIVE MINDXCHANGE EVENTS


# SCHEDULE-AT-A-GLANCE

Schedule-at-a-Glance is preliminary and will be updated as further information is available.

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## MONDAY, 8 JUNE, 2020 | ARRIVAL DAY

### 19:00 Suggested Arrival Time

Arrive Monday to participate in Tuesday's Networking Activity.

## TUESDAY, 9 JUNE, 2020 | EXECUTIVE MINDXCHANGE NETWORKING DAY, KICK OFF, AND ANNUAL COUNCIL MEETING

Please note:

Networking Day is open to all event participants and sponsors.

Participation in the Customer Engagement Leadership Council Europe Annual Meeting is restricted to Council Members only. See page 6 for further information on the Council.

### 09:00 Taste & Tour Dubrovnik

### 15:30 Customer Engagement Leadership Council Europe Annual Meeting

### 16:15 Sponsor Workshop

### 17:30 Customer Engagement Leadership Council Europe Annual Meeting Concludes

### 17:45 Sponsor Registration & Orientation Reception

### 18:15 Presenter & Thought Leader Orientation

An essential meeting for Headliners, Moderator presenters, Fab Facilitators, and confirmed thought leaders to preview the event, highlight your roles, and network with fellow peers.

### 19:00 Meet 'n' Greet

This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

### 19:45 Welcome Networking Reception & Event Kickoff

## WEDNESDAY, 10 JUNE, 2020 | GENERAL SESSION AND EXHIBITION

### 08:30 Registration, Continental Breakfast, and Exhibition

### 09:00 WELCOME AND HEADLINER – A Customer Experience, Transformed

### 09:45 Navigating the 14th Annual Customer Contact Europe: A Frost & Sullivan Executive MindXchange

### 09:55 CASE HISTORY – From Meter Points to Customers – Transformation 100 Years in the Making

### 10:25 Frost & Sullivan Customer Contact Executive MindXchange Member and Advisory Board Recognition

### 10:30 Networking, Refreshment, and Exhibition Break

### 11:00 CONCURRENT COLLABORATION ZONES – Roundtables

Roundtable sessions capture the power of all participants' voices, insights and experiences via group discussion and exploration of the issue at hand.

Choose one of the following zones:

Zone 1: **B2B Nuances of Customer Success**

Zone 2: **Customer Analytics** and Insights That Make a Difference

Zone 3: **Employee Engagement:** From Analytics to Action

### 12:10 Session to Session Travel Time

### 12:15 CONCURRENT SESSIONS –

Choose one of the following concurrent sessions:

#### INTERACTIVE – SOLUTIONS WHEEL –

Play the "wheel" to find out which of the industry's products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

– OR –

#### INTERACTIVE – WORDS OF WISDOM – The Biggest Lessons Learned!

### 13:00 Food for Thought Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

### 14:00 Session to Session Travel Time

### 14:05 CONCURRENT COLLABORATION ZONES – ThinkTanks

ThinkTank sessions employ interactive team exercises in a "roll up your sleeves" learning environment.

Choose one of the following zones:

Zone 1: Maximising **Self Service**

Zone 2: Simplifying **Complex Customer Interactions** for the Agent



# SCHEDULE-AT-A-GLANCE

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

Schedule-at-a-Glance is preliminary and will be updated as further information is available.

- 15:30** **Networking, Refreshment, and Exhibition Break**
- 16:00** **ASK THE EXPERTS! PANEL DISCUSSION – CX: Measuring for Impact!**
- 16:45** **EXECUTIVE INSIGHT – Balancing Automation and Human Interaction**
- 17:15** **TRUTH OR DARE NETWORKING RECEPTION**
- 18:00** **DINE AROUND – Meet in hotel lobby for prompt departure at this time.**

## THURSDAY, 11 JUNE, 2020 | GENERAL SESSION AND EXHIBITION

- 06:45** **Early Risers Run/Walk**
- 08:00** **Continental Breakfast and Exhibition**
- 08:30** **ICE BREAKER AND HEADLINER – Managing with Agility: Adapting Practices and Processes**
- 09:40** **SUCCESS STORY – Transparency in the Cross Channel Customer Journey**
- 10:10** **Briefing Sessions, Networking, Refreshments, and Exhibition Break**
- 11:10** **CONCURRENT COLLABORATION ZONES – Peer Councils**  
 Peer Council sessions are participant-driven discussions focusing on your key challenges and concerns  
 Choose one of the following zones:
- |   |   |
|---|---|
| Zone 1: Continuous Improvement in <b>Operational Efficiency</b> and Effectiveness | Zone 3: Tomorrow's Agent: <b>Profiling and Skilling</b> for a Shifting Paradigm |
|---|---|
- 12:10** **Food for Thought Luncheon – Networking Roundtables Hosted by Industry Leaders**  
 Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.
- 13:10** **Session to Session Travel Time**
- 13:15** **CASE HISTORY – Our AI Journey: Lessons Learned, Outcomes, and Next Steps**
- 13:45** **CASE HISTORY – Five Lessons Learned After Our Customer-Centric Transformation**
- 14:15** **Networking, Refreshment, and Exhibition Break**
- 14:45** **CAPSTONE HEADLINER – How are the Disruptors Disrupting Customer Experiences?**
- 15:15** **INSIGHTS AND IDEAS ROUNDUP – The Great Take-Away: Implementing the Best, Brightest and Boldest Ideas from the Program**
- 15:45** **Content for the 14th Annual Customer Contact Europe: A Frost & Sullivan Executive MindXchange Concludes**

"I love these events!" – Director, International Customer Experience, SAP CONCUR | "It has been an **inspiring** event for me, with a high level of professionalism." – Manager, Call Centre, CENTRUL MEDICAL UNIREA SR | "Openness and honesty of attendees and willingness to **share and support**." – Director, Customer Experience, A2DOMINION GROUP | "The **use cases** of all the different industries allow me to re-calibrate my own concepts & processes." – Vice President, Customer Transformation, SERVICEMAX | "...generally **high caliber** attendees." – Senior Vice President, Retail & Contact Centres, EMIRATES | "Thought it was a great few days - some really **good networking** opportunities and thought provoking speeches." – Manager, UK Customer Care, AUDIBLE, AN AMAZON COMPANY | "I was able to take away **ideas and best practices** that I can use to improve our strategy and programs..." – Global Customer Experience & Training, DIVERSEY | "I had a chance to talk to people from other businesses that faced similar challenges - and discuss how they were trying to solve them. It was inspiring to see and hear from their **learnings/mistakes**, and also encouraging seeing I had value to add to discussions." – Head of User Experience, OPUS ENERGY | "Found the **interaction** among participants excellent across the two days, great to see how different industries are tackling the problems they face! – Director, Customer Experience & Operations, VIRGIN MEDIA | "**Good content**, good networking opportunities. Right crowd of attendees." – Director, Retail & Customer Care, BPOST



**90%** of surveyed participants recommend sending 2 team members to the Frost & Sullivan Executive MindXchange based on the amount of networking opportunities and range of content being delivered.

## MAXIMIZE YOUR NETWORKING

## Tuesday, 9 June 2020

## Taste &amp; Tour Dubrovnik

09:00

Poised gracefully against the glistening Adriatic Sea at Croatia's southern tip, the enchanting city of Dubrovnik graces many a bucket list. Join us for a unique experience of Dubrovnik's historic Old Town and its deeply rooted local traditions - we'll explore the city while tasting local treats along the way. *Additional fee applies.*



## Meet 'n' Greet

19:00



This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

Welcome Networking  
Reception & Event Kickoff

19:30

Meet your fellow peers for some cocktails, conversations and cheers to a perfect start of what is sure to be a unique event.



## Wednesday, 10 June 2020

Truth or Dare  
Networking Reception

17:15



Will you choose Truth... or Dare? Network, mix and mingle while playing the classic game of truth or dare. All who play will be entered to win a fabulous prize!

## Dine Around Dubrovnik

18:00

Take networking a step further and join us as we venture to Dubrovnik's culinary hot spots to see the town and taste the local cuisine. A great opportunity to further relationships with your fellow peers in a relaxed, intimate setting!



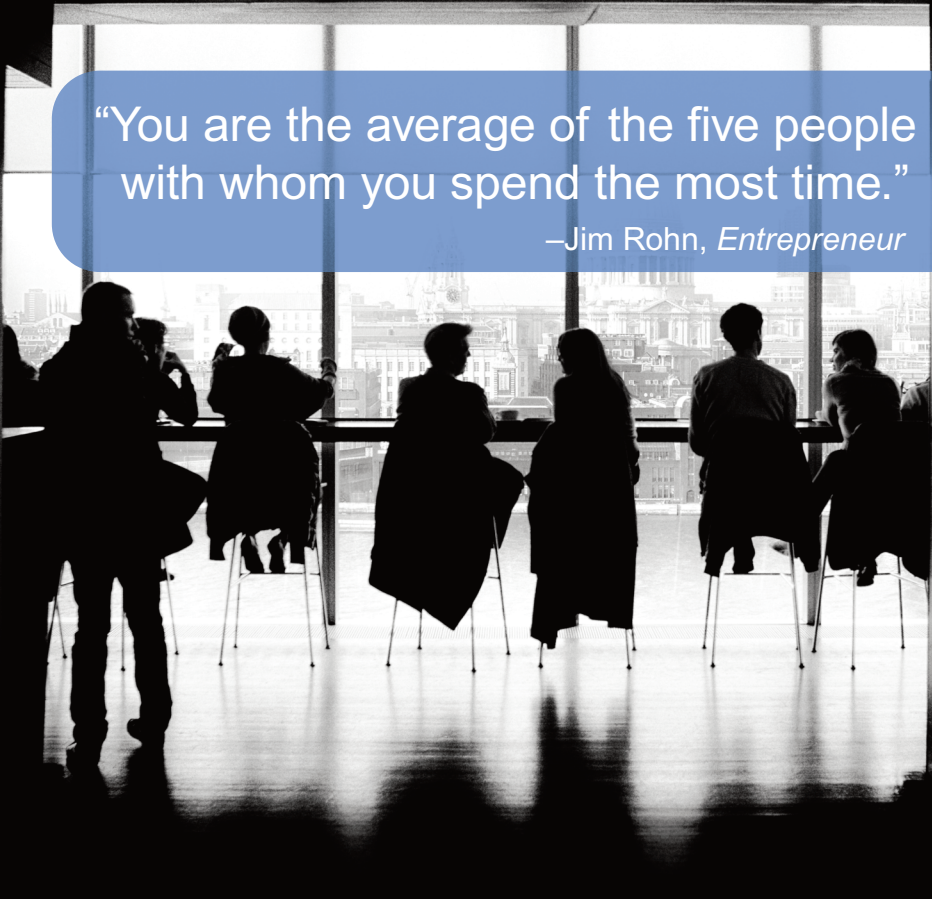
## Thursday, 11 June 2020

## Early Risers Run/Walk

06:45



Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It's the perfect start to a great day of content and networking!



“You are the average of the five people  
with whom you spend the most time.”

—Jim Rohn, *Entrepreneur*

## SPEND TIME WITH THE BEST TO BECOME THE BEST.

**THE PREMIER  
COMMUNITY FOR  
EXECUTIVES IN  
CUSTOMER EXPERIENCE,  
MARKETING AND  
CUSTOMER CARE**

Are the people in your world today bringing new perspectives and sharing insights from other industries?

To stay competitive in your world of customer engagement, spend time with others who have charted the course.

The Customer Engagement Leadership Council Europe by Frost & Sullivan offers a unique opportunity to connect year-round with action takers and forward thinkers from across industries.

Join the Customer Engagement Leadership Council Europe, and:

- Gain best practice learning based on real-world scenarios.
- Build an exclusive, executive network of peers in other industries.
- Develop your executive leadership capabilities.
- Remain a relevant and *high-performing leader* well into the future.



**Customer Engagement  
Leadership Council Europe**  
FROST & SULLIVAN

Visit [www.customerleadershipcouncil.com](http://www.customerleadershipcouncil.com)  
Email: [Alan.Bowman@frost.com](mailto:Alan.Bowman@frost.com)

“The Leadership Council is an incredible network of executives that tackle the current challenges of the industry as well as work on developing thought leadership around tomorrow’s challenges. The level of engagement, problem solving and forward thinking has driven me to continue being a member of this community. Whenever I have a challenge or problem, I can count on one of my colleagues in the Council to have a thought provoking idea or solution around the topic. It is truly one of the most valuable organisations I belong to.”

“This is my second year as a Council Member. I enjoy networking with other Council Members, along with the opportunity to attend all Frost & Sullivan events, and to provide input on future meetings. The Frost & Sullivan team is amazing to work with and they always go above and beyond to ensure that you have what you need to be successful.”



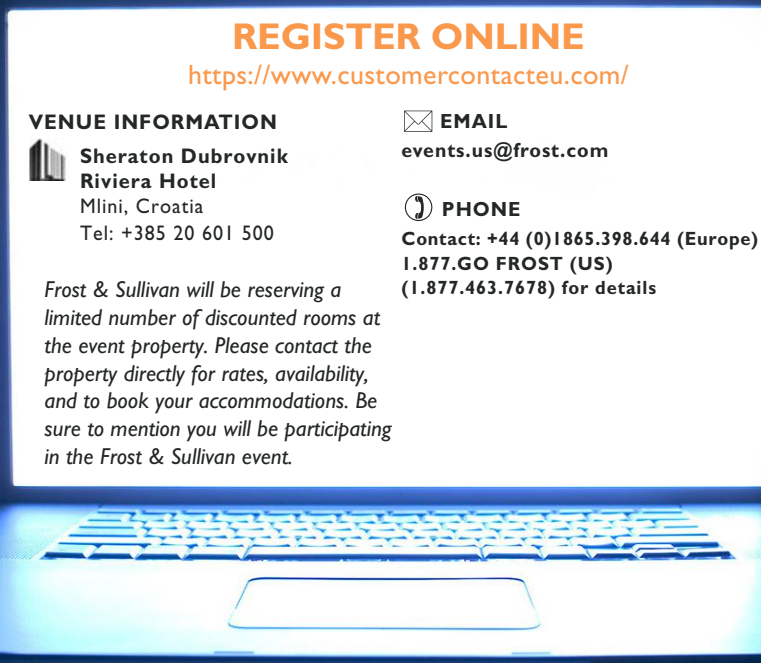
# REGISTRATION

## 14TH ANNUAL

## CUSTOMER CONTACT EUROPE:

## A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

9 – 11 June 2020 | Sheraton Dubrovnik Riviera Hotel | Croatia



### REGISTRATION | PRICING SCHEDULE

<input type="checkbox"/> Event Registration – Complete Series (Includes Event Registration, Taste & Tour, Dine Around)	€1,465 <del>€1,965</del>
<input type="checkbox"/> Event Registration – General Session Only	€1,340 <del>€1,840</del>

**\*Register by 27th March to receive this early bird discount!**

#### A-LA-CARTE OPTIONS:

<input type="checkbox"/> Taste & Tour	€150
<input type="checkbox"/> Dine Around	€75

### PAYMENT PROCEDURES

Payment in full is required immediately upon registration and is non-refundable and also must be received by Frost & Sullivan prior to the event start date. If payment has not been received by Frost & Sullivan prior to the event start date you will not be able to attend the Executive MindXchange. If, for any reason, you are unable to attend the Executive MindXchange for which you are registered, and notify Frost & Sullivan in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other Frost & Sullivan Executive MindXchange. The credit must be used within 90 days of the original registration date and can be applied to any Executive MindXchange event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once, and all unused credit(s) will be forfeited after 90 days. Cancellation within 21 days prior to the event will incur a one time fee of €500. The remaining balance can be applied to any Executive MindXchange up to one calendar year from the event for which you originally registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond the control of Frost & Sullivan may occur. The program agenda will be updated biweekly and can be downloaded from [www.customercontacteu.com](http://www.customercontacteu.com)



#### GROUP DISCOUNTS AVAILABLE

Contact: +44 1865 398 644 or  
In US, 1.877.GO FROST for details