Oracle Modern CX Summit

20 November 2019
London

#OracleMCX

Time	Activity
08.00	Registration
09.00	**Welcome** Tom Bird, Senior Director of Sales Development and Strategy CX EMEA, Oracle
09.15	**Opening Keynote: The Experience Economy** Joe Fuster, Global Head Customer Experience Cloud, Oracle
10.00	**The Digitally Connected Traveller Experience - Digital disruption in Travel, architecting for the digital Customer Experience** Mike Croucher, GVP Head of Technology Strategy and Chief Architect,, Travelport The 4th Industrial Revolution is re-inventing all business models, both through technology and social change. Mike will look at how 'Digital' and customer expectation is impacting travel and the key forces of change, and how the industry needs to move from a product/processes world to a customer centric/experience led world.
10.45	Break
11.10	**Customer Panel: Breaking Down Silos - Getting Silos to Agree and Strategise for a Unified Customer Experience** Host: Suki Thompson, CEO, Oystercatchers Matt Brentnall, Deputy CIO, Princes Trust Tom Pepper, Senior Director, Head of Marketing Solutions for LinkedIn UK, Ireland & Israel Abigail Comber, Commercial and Customer Experience Director, L3 Technologies
11.55	**Morning Wrap Up And Breakout Overview**
12.00	**Networking Lunch**
13.00	**Breakouts**
	Track 1 - The Era of Invisible Interfaces - From Smart Products to Digital Assistant	Track 2 - Mastering A World Of Hyper-personalised CX	Track 3 - New Business Models for The Digital Era	Track 4 - Innovating For Success In The Experience Economy
13.00	**Conversational CX: Alexa, Ask My Company $ANYTHING** We all have probably been on WhatsApp today and many of us discovered Siri, Alexa or Google Assistant to get things done faster. If you combine these personal experiences with booming statistics on text and voice chatbots, our transition into the 3rd era of the	**Trials & Tribulations of a CMO** Why the experience economy is key to success In today's economy, we know that brands are shifting rapidly to use experiences as a means of differentiation to get ahead of the competition. However, what are successful	**How Do You deliver Personalised Selling?** Crafting a curated buying experience starts by establishing a commitment to revenue generation that supports how people actually buy – exploring digital offers and options to purchase online, seeking recommendations from peers and	**The Perfect Storm: Customer Experience, innovation And Culture** We are living in times of unprecedented business disruption. In fact, we can think of it as a Perfect Storm of huge customer expectations meets practically infinite ways to create value meets the need to adapt at lightning speed. What caused the storm and what is the impact for

	Internet and human computer interfaces becomes transparent. But what does it mean for CX? In this session we ll explore the business impact of conversational AI, including the often underestimated challenges and success factors in CX. We ll see early lessons learned from customer cases and outline Oracle's approach to master conversational CX. Last but not least, we show how a conversational strategy for the enterprise can be translated to an agile jump-start into this exciting world of "ask my company $anything".	and growing companies focusing on within the CX paradigm? What is at the forefront of a CX Leader's mind? Based on new CMO Research, this session will unravel key trends that successful companies and CX leaders are facing today, and the future of an effective leader.	the broader community, and yes, even still, speaking with a knowledgeable sales or account representative. Is your team prepared with the personalized selling tools to bring a personalized purchasing experience to life for each and every customer? Hint: It requires equal parts blending of marketing, commerce and sales art plus sales science. Join this session to hear how it's done by market leaders, and how Oracle can help you unlock the power of your customer data.	established enterprises? And critically, how can you respond purposefully to compete and thrive as opposed to merely surviving? In this presentation, we will uncover the origin and nature of the Perfect Storm and explore how enterprises can set a course for success and growth as the storm rages, with practical examples of businesses that are learning to brave the storm.
13.40	**Lessons Learned From The Pioneers Of Conversational Service** Customer service and call centers have been at the forefront of automating conversations for many years. Both the call deflection cost savings as well as the increase in customer satisfaction from fast self-service provide a clear return on investment. We will have a closer look at state of the art conversational service. What is best practice in providing chatbot access to large knowledge bases? How can we us AI and ML to help with smarter intent detection and more human "feel"? What are the learnings from bridging machine and human conversations? And how to open the service conversations into sales and marketing domains?	**2020 Marketing Trends 'B2Me'** Traditionally marketing was categorized as either B2B or B2C but things have changed; B2ME is here. B2Me is marketing to an individual based on the desires of that individual. It's not just about closing a sale, it's about delivering an engaging, relevant and effortless customer experience to unique individuals who are more informed, socially connected, mobile, technologically empowered, personal data aware and in control of the sales cycle in pretty much every type of buyer/seller relationship. B2Me applies whether the individual is buying for personal use or on behalf of their employer. Experience innovators have set the experience bar very high and every other company, irrespective of industry, is running to catch up. In this session we explore the value of B2Me across the customer lifecycle, the importance of blending online and offline channels and the need for critical foundational components such as data-driven personas, active customer personalization and agile omni-channel orchestration.	**Deliver Next Generation Buying Experiences** Delivering a complete commerce experience goes beyond just making your products available online. To be successful you need to have support for multiple account types, easy configuration for complex products, personalization, custom catalogs, subscriptions, and delivering both a direct to consumer experience as well as supporting business to business transactions. Learn how to use Oracle's Commerce, CPQ, and Subscription products together to deliver a world class customer experience.	**Building Resilience To Thrive In Times Of Peak Disruption** Successful businesses are fundamentally shifting from a time when process, tech and growth/EBIT at any cost were king, to, a culture with purpose, resilience and wellbeing at its heart, where people have become the drivers of sustainable growth and commercial outcomes. Struck by the relationship between ways of working, resilience and commercial success in times of peak disruption, Suki author of LET'S RESET has joined forces with internationally recognised photographer and cultural provocateur, Rankin, to shine a light on resilience in the workplace. Alongside anecdotes and messages from top business leaders and entrepreneurs regarding their tips on resilience to thrive. This session sees Suki share her own transformation journey, with inspirational stories and practical advice around resilience in times of peak disruption, a sneak preview of her book, launching on 28th November and one of the leaders from the book sharing their story.
14.20	**How Smart Products & Assistants Change Marketing, Sales & Service** To bring the business benefits of invisible interfaces to life, it is essential to see and hear the real user experience. Yes, the fun part: as with every emerging technology, playing around is a key part of the learning process. This hands-on session blends examples and demos for automated	**Developing A Customer Centric MarTech Ecosystem** With the proliferation of marketing, sales and service technology, it is important to put the customer in the heart of what you, marketing technologies growing every year and with organisations having a fragmented martech landscape lacking an integrated architecture customer experience is negatively affected. There is a	**Intelligence Drives Consumerisation** You have heard it all before. Make your sales reps more efficient. Improve lead speed. Fast quote to cash. However, simple sales automation and a solid CRM strategy aren't enough anymore. It's time to arm your entire sales organizations with actionable intelligence for guided selling. The challenge: good recommendations require more than good algorithms – they require good data. The good	**Leveraging Experience Design To Support Positive Transformation** Almost every established enterprise is endeavouring to transform to address disruption in their core market. But this is a highly complex process that goes beyond the 'what' and 'how' to address the question of 'why' the enterprise must change. This must inevitably address the needs, wants and experience of human stakeholders in the value chain. Experience design is a powerful technique that can be used

CX text and voice conversations as well as smart product interactions. The goal is to help understand the real impact of change - and inspire what this would mean for your context.	need for customer centric design in evolving our marketing technology stacks, the customer simply experiences your brand through multiple touchpoints. This session will discuss what organisations need to do to deliver a customer Centric MarTech.	news: there's a rich source of abundant, highly-relevant and nearly real-time data online and within your own customer records just waiting to be mined. Learn how Oracle's helping you leverage first and third-party data to unleash the power of AI throughout sales planning, opportunity management through deal configuration, pricing and quoting.	to design human-centred change programs that engage, inspire and gain real traction. In this session, we will explore the concept of experience design and explain how Oracle itself is employing this technique to drive deep change in our customer engagements. We will also present a powerful practical case example of design-led change in action at Accor Hotels.

15.00	Break
15.30	**Customer Panel: Data As A Strategic Advantage In The Experience Economy** Understanding your customers better than your competitors is the key to your organization's success in the Experience Economy. Contextual and real-time customer understanding has to drive experiences across every customer touchpoint. Your customers, and the data that describes them, has to be at the nucleus of your business strategy. The transformation to a connected customer data foundation has challenges, but there is a path to follow. Join this session to see the map that can take you from fragmented customer understanding to connected intelligence that creates customer-insight-driven interactions. Host: Ashley Friedlein, Founder And President, Econsultancy Kate Astall, Head of Digital Marketing, Zurich Insurance Tony Miller, VP Digital Marketing & CRM, The Walt Disney Company Jacob Garlan Miller, VP CRM & Loyalty, Qatar Airways
16.15	Closing Keynote: **Jo Malone CBE, Founder & Creative Director, Jo Loves**
17.15	Wrap Up
17.30	Evening Reception Drinks And Entertainment