2 – 5 MARCH 2020
SANDS EXPO & CONVENTION CENTRE
SINGAPORE
#CustomerShowAsia

ON-FLOOR THEATRES GUIDE

THEATRE A
BRAND eXperience
Master Brand & Loyalty Dynamics in a Commoditised Market

THEATRE B
CUSTOMER service eXcellence
Build a Competitive Advantage to Drive Customer Delight & Business Profitability

THEATRE C
CUSTOMER Loyalty
Enhance Customer Engagement, Conversion & Retention

THEATRE D
CUSTOMER Privacy & Data Protection
Strengthen Customer Loyalty through Trust

GET YOUR FREE TICKETS
Access 32 On-Floor Theatre Sessions today!

PRE-REGISTER NOW

T: (65) 6722 9388 ● E: enquiry@iqpc.com.sg ● W: customershowasia.com
Customers are now dictating the pace of change in businesses. As expectations evolve, it is imperative for organisations to radically transform their modus operandi to be customer-focused, else risk losing their competitive edge in this connected era.

**Customer Show Asia 2020** will feature regional customer experience and contact centre leaders taking centre stage to share innovative strategies and exchange know-hows on delivering exceptional customer experience (CX) across all touchpoints and journeys to maximise customer value and business growth.

Join us for these free-to-attend* on-floor theatre sessions to reskill and upskill in engaging new age customers.

**EXCITING SPEAKER CASE STUDIES FROM**

*Complimentary ticket does not apply to marketing agencies, vendors or solution providers. IQPC reserves the right to determine who is a vendor. A confirmation email will be sent to you upon approval within 3 working days.*

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WHAT TO EXPECT AT THE ON-FLOOR THEATRES

DAY ONE | TUESDAY, 03 MARCH 2020

BRAND EXPERIENCE

Your brand is what you stand for in the market, and it sets customer expectations for interactions with your vision and promise. Delivering consistent brand experience is the key enabler to earning brand loyalty.

These theatre sessions will redefine the role of brand experience and how it can be enhanced with emerging technologies in the connected age.

WHO SHOULD ATTEND:
Senior executives involved in brand development, marketing, experience and strategy

DAY TWO | WEDNESDAY, 04 MARCH 2020

CUSTOMER PRIVACY & DATA PROTECTION

In an effort to provide personalised and humanised service, data is now the gold mine. As data is being utilised more than ever, it is critical to maintain customer trust while using their data.

These theatre sessions will explore how to earn customer trust and loyalty by balancing customer experience innovation with data privacy, build digital trust and prevent data leakage with the latest technologies.

WHO SHOULD ATTEND:
Senior executives involved in data privacy, protection, governance, compliance and security

CUSTOMER SERVICE EXCELLENCE

Customer service employees are key to customer success! All frontline employees should be empowered with the necessary skills and tools to effectively manage customer engagement - be it through phone, in-person, responding to enquiries and emails or when performing service recovery.

These theatre sessions are perfect for customer service employees from branches and call centres wanting to keep abreast of the latest thinking in customer relationship management and delivering service excellence.

WHO SHOULD ATTEND:
Senior executives involved in customer service, customer care, customer relations, telesales, quality and training

CUSTOMER LOYALTY

Loyal customers are the core of every business. By understanding how to earn and build customer trust and loyalty, organisations will be better equipped to meet evolving customer expectations. Further exploring what the customer needs and wants, organisations are able to provide the desired service levels and rewards programmes that generate the best business outcomes.

These theatre sessions will delve into proven strategies and new age technologies that can effectively boost brand and customer loyalty.

WHO SHOULD ATTEND:
Senior executives involved in loyalty and partnerships, customer marketing and engagement

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Enjoy greater discounts by signing up for more workshops.
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PRE-CONFERENCE WORKSHOPS: MONDAY 2 MARCH 2020

WORKSHOP A: 9:00 – 11:30
Enhancing Omni-Channel Customer Interactions in Contact Centres
Workshop Leader:
Michelle Huenink
Director, Customer Service & Support
Microsoft

WORKSHOP B: 12:30 - 15:00
Improving Self-Service Accessibility with the Integration of Instant Messaging Applications
Workshop Leader:
Rruchi Haruray
Head, Contact Centre Operations
Vodafone

WORKSHOP C: 15:30 - 18:00
The Future of Customer Experience: Building your Social Engagement Strategy
Workshop Leader:
Rudy Dalimunthe
Vice President, Operations
Tokopedia

POST-CONFERENCE WORKSHOPS: THURSDAY 5 MARCH 2020

WORKSHOP D: 9:00 – 11:30
Leading a Customer-Centric Culture Transformation across the Organisation
Workshop Leader:
Chirag Shah
Head of Contact Centre Technology
HP

WORKSHOP E: 12:30 - 15:00
Employee Engagement and Empowerment to Drive Business and Customer Experience Outcomes
Workshop Leader:
Vaughn van Bosch
Head of Digital
Celcom Axiata Berhad

WORKSHOP F: 15:30 - 18:00
Leveraging Design Thinking for Service Improvements
Workshop Leader:
Brendan Leece
International Customer Experience Manager
E.ON

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PRE-REGISTER NOW
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>09:30</td>
<td>Brand Experience On-Floor Registration</td>
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<tr>
<td>10:10</td>
<td>Chairman’s Opening Remarks</td>
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<tr>
<td>10:20</td>
<td>Reimagining Brand Experience in the Connected Age</td>
<td>Patrick Chin, Head of Digital, Asia Pacific</td>
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<td>11:00</td>
<td>Maximising Brand Experience through Technology and Innovation</td>
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<tr>
<td>11:40</td>
<td>Break</td>
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<tr>
<td>12:20</td>
<td>WWF’s Earth Hour Case Study: World’s Largest Grassroots Movement for the Planet</td>
<td>Bonnie Chia, Head of Brand, WWF</td>
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<tr>
<td>13:00</td>
<td>Building Brand Equity and Delivering on Your Brand Promise</td>
<td>Adeana Greenlee, Head of Brand &amp; Communications (India, Indonesia, Philippines, Singapore, Thailand), HOOQ</td>
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<tr>
<td>13:40</td>
<td>From Me to We: Becoming a Purpose-Led Brand</td>
<td>SzeKi Sim, Head of Community &amp; Brand, SGInnovate</td>
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<td>14:20</td>
<td>Break</td>
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<tr>
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| 15:00 | Implementing a Mobile-First Brand Engagement Strategy                        | Reinventing brand interactions for your mobile customers  
Developing an interactive and engaging mobile-based brand experience  
Further leveraging on mobile insights such as feedback loops and user behaviours to improve brand results                                                                                                                                                                                                                   |
| 15:40 | Driving Community Engagement To Brand Loyalty & Customer Retention          | Leveraging community engagement to create brand awareness and loyalty  
Creating end-to-end customer experience via social media, face-to-face visit and call center to acquire and retain customers  
Evaluating your brand experience and loyalty with word of mouth                                                                                                                                                                                                                                   |
| 16:20 | Harnessing Creativity and Innovation to Expand Brand Outreach                | Exploring the use of AR and VR in brand and customer outreach  
Using AR and VR to shape marketing campaigns in the areas of activation, product awareness and more  
The opportunities and challenges of integrating AR and VR into existing customer platforms                                                                                                                                                                                                |
<p>| 17:00 | End of On-Floor Programme                                                    |                                                                                                                                                                                                                                                                                                                                            |</p>
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<th>Time</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>09:30</td>
<td>Customer Service Excellence On-Floor Registration</td>
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<td>10:10</td>
<td>Chairman’s Opening Remarks</td>
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<td>10:20</td>
<td>Empowering Internal Stakeholders and Nurturing Champions for New Customer Experience Transformation</td>
<td>Joachim Joerger, Director Asia Pacific -Customer Service &amp; Support, Abbott Molecular Diagnostics</td>
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<td>11:00</td>
<td>Reimagining Customer Service with Emotional Intelligence Training and Coaching</td>
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<td>11:40</td>
<td>Break</td>
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<td>12:20</td>
<td>Redesigning the Workforce to Transform Branch Experience &amp; Operations</td>
<td>Benny Chan, Head of Group Channels &amp; Digitalisation, United Overseas Bank Limited (UOB)</td>
</tr>
<tr>
<td>13:00</td>
<td>Future Workforce: Re-skilling and Up-skilling Workforce in the Age of Digitalisation and Automation</td>
<td>Anila Fredericks, Principal, International Service , Telstra</td>
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<td>13:40</td>
<td>Empowering and Communicating with your Frontline Employees</td>
<td>Dexter Yeo, Global Head of Customer Service, Gopaktor.com</td>
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<td>14:20</td>
<td>Break</td>
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<td>15:00</td>
<td>Driving Employee Experience to Improve Customer Service Quality</td>
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| 15:40 | **Uncovering Sales Opportunities Through Cross-Selling and Upselling Training** | • How to help the team to think creatively about a client’s needs  
• Identifying a broader range of selling opportunities  
• Positioning upsell and cross-sell ideas more effectively | **John Chee, Head Of Training, Aviva**                                                          |
| 16:20 | **Improving Complaint Handling Skills to Enhance Customer Service**            | • How to respond to complaints from customers  
• Exploring different types of complainant behaviour and overcoming barriers to resolving complaints  
• Handling complaints more confidently, effectively and efficiently | **Bharati Amarnani, Customer Service Operations Manager, Circles.Life**                           |
| 17:00 | **End of On-Floor Programme**                                                 |                                                                                  |                                                     |
## THEATRE C: CUSTOMER LOYALTY ON-FLOOR PROGRAMME: WEDNESDAY | 04 MARCH 2020

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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:30</td>
<td>Customer Loyalty On-Floor Theatre Registration</td>
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<td>10:10</td>
<td>Chairman’s Welcome Remarks</td>
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<td>10:20</td>
<td><strong>Shaping Customer Loyalty Programmes for your Multi-Generational Groups</strong></td>
<td><strong>Avantika Jain, General Manager – Fave</strong></td>
<td><strong>Strategies to Enhance Loyalty and Retention</strong></td>
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<td>• Keeping up with Gen-Z, millennials and the rest of your customer groups</td>
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<td>• Understanding today's evolving and varied customer expectations</td>
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<td>• Building lasting customer relationships with segment specific programs</td>
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<td>11:00</td>
<td><strong>From Transactional to Meaningful Customer Relationships: Strategies to Enhance Loyalty and Retention</strong></td>
<td><strong>Chow Theng Kai, Head, Cards Usage, Loyalty &amp; Ecosystems Strategic Partnerships – OCBC Bank</strong></td>
<td><strong>Implementing a Data-Driven Customer Loyalty Strategy</strong></td>
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<td>• Evolving your strategy from product to customer-centric</td>
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<td>• Redefining loyalty and retention KPIs in the digital age</td>
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<td>• Maximising customer lifetime value with effective loyalty programs</td>
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<td>12:20</td>
<td><strong>Building Customer Loyalty Programmes that Stick</strong></td>
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<td>• Recognising the importance of customer loyalty in a connected and instant gratification world</td>
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<td>• Devising accessible loyalty programs for your always-on customers</td>
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<td>• Tracking the performance of loyalty programs and evaluating how to further engage and value-add</td>
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<td>13:00</td>
<td><strong>Implementing a Data-Driven Customer Loyalty Strategy</strong></td>
<td><strong>Chow Theng Kai, Head, Cards Usage, Loyalty &amp; Ecosystems Strategic Partnerships – OCBC Bank</strong></td>
<td><strong>Structuring an Effective Omni-Channel Customer Loyalty and Rewards Programme</strong></td>
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<td>• Analysing customer data and feedback to understand satisfaction and pain points across all touchpoints</td>
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<td>• Using acquired insights to improve approaches to customer loyalty and engagement</td>
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<td>• Exploring opportunities to shape highly personalised incentives, loyalty and rewards programs</td>
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<td>13:40</td>
<td><strong>Designing an Omni-Channel Customer Loyalty and Rewards Programme</strong></td>
<td><strong>Scott Tan, Head of CRM – Shopback</strong></td>
<td><strong>Structuring an Effective Omni-Channel Customer Loyalty and Rewards Programme</strong></td>
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<td>• Designing loyalty programme in consideration of customer behavior and channel preferences</td>
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<td>• Unifying customer data to create connected loyalty experiences across touchpoints</td>
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<td>• Synchronising online and offline loyalty campaigns to enhance customer interactions and drive conversions</td>
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<td>14:20</td>
<td>Break</td>
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<td>15:00</td>
<td><strong>Designing a Winning Mobile Loyalty App</strong></td>
<td><strong>Shireesh Mishra, Vice President - Regional Card Usage &amp; Rewards Analytics – Citibank</strong></td>
<td><strong>Designing a Winning Mobile Loyalty App</strong></td>
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<td>• Understanding the 3 C’s of customer journey and interplay with mobile app i.e. Context, Content and the Customer</td>
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<td>• Exploring mobile rewards, gamification and other engagement tools to ensure high mobile use</td>
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<td>• Leveraging Data and App-generated insights to drive continuous improvements to the user experience</td>
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| 15:40 | **The Power of Referrals to Build Customer Loyalty and Establish New Relationships**  
- The holy grail of marketing: How to achieve ‘word-of-mouth’?  
- Increasing referrals by integrating loyalty programs into marketing campaigns  
- Rolling out effective rewards and incentives to optimise referral strategies |
| 16:20 | **Enhancing Customer Loyalty through Social Media**  
- How can brands best nurture social relationships to improve loyalty?  
- Investing in social listening tools to monitor customer feedback and satisfaction  
- Devising a social engagement plan that includes content, messaging, rewards programs and more |
|       | **Veriyanta Kusuma, Head of Community and Social Marketing – Traveloka** |
| 17:00 | **End of On-Floor Programme**  
- |
<table>
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<tr>
<th>Time</th>
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<th>Presentation/Notes</th>
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<tbody>
<tr>
<td>09:30</td>
<td>Customer Privacy &amp; Data Protection On-Floor Theatre Registration</td>
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<td>10:10</td>
<td>Chairman’s Opening Remarks</td>
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| 10:20 | Optimising Data Protection and Privacy Management with Data Analytics and Automate Monitoring | • Analysing behavior and history to structure your analytics programme – to monitor and detect data breach risks across users and activities  
• Harnessing the benefits of automation in your data protection programme  
• Formulating an immediate and proactive response strategy  
Mathieu Lahierre, Principal Application & Data Security, BHP |
| 11:00 | Rethinking Privacy Implication in the Digital Age                            | • Data processing in adherence to privacy regulations and the use of data in driving business outcomes  
• Reviewing data management to improve efficiency across all facets of customer data management  
• Privacy builds trust: Building a culture of privacy internally and with your stakeholders |
| 12:20 | Building An Agile & Effective Data Protection Strategy                       | • Assessing internal and external data breach risks  
• Exploring effective mitigation strategies: the latest cyber technologies, analytics, access management and more  
• Aligning people, process and technology for proactive cyber and data breach defense  
• Creating a solid incident response programme  
Mac Esmilla, Chief Information Security Officer, Senior Director for Information Security and Data Protection Services, World Vision |
| 13:00 | Ensuring Sound Data Governance in the Cloud                                 | • Complying with regulatory requirements governing cloud computing  
• Addressing risks, threats and vulnerabilities with cloud computing  
• Optimising visibility and protection to ensure cloud compliance |
| 13:40 | Developing Information Assurance Standards to Protect and Manage Customer Data Confidentiality, Integrity and Availability | • Building a proactive and holistic information security strategy that addresses the protection and use of data  
• Exploring the common and less common data security vulnerabilities  
• Building a comprehensive data governance programme to mitigate and minimise risks |
| 14:20 | Break                                                                        |                                                                                                                                                       |
| 15:00 | Balancing Privacy, Innovation and Customer Trust in the New Data Economy      | • Assessing the critical role of data monetisation in fueling next stage of business growth  
• How can organisations ensure the appropriate use of customer data, mitigate data risk whilst driving competitive innovation?  
• Approaches to developing a trusted and transparent data governance ecosystem  
Roberto Ramirez, Global Consumer Risk, Citibank |
<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>15:40</td>
<td>How to Create a Culture of Data Ethics in Organizations</td>
<td>Dr. Meri Rosich, CDO &amp; VP/Head of Data Science, Asia Pacific, Visa</td>
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<td></td>
<td>• Promoting data accountability and a culture of responsibility</td>
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<td>• Setting right behaviours and processes to ensure level of compliance is met</td>
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<td>• Effective strategies and trainings on embedding data compliance into daily operations</td>
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<td>16:20</td>
<td>Protecting Personal Data in a Data-Driven Economy</td>
<td>Elaine Ong, Regional Ethics &amp; Compliance Leader &amp; Counsel, Eaton</td>
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<td>• Setting data ethics standards to promote appropriate use manner</td>
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<td>• Driving organization-wide data protection strategy to ensure level of compliance to be met</td>
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<td>• Balancing the rights of individual right to privacy against organisation’s legitimate use</td>
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<td>• Emphasising the importance of right data usage to ensure privacy protection</td>
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<td>17:00</td>
<td>End of On-Floor Programme</td>
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11th Annual CCW Contact Week Asia 2020
CX Leaders Week Asia 2020

On-Floor Theatres:

Brand Experience
Customer Service Excellence
Customer Loyalty
Customer Privacy & Data Protection

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