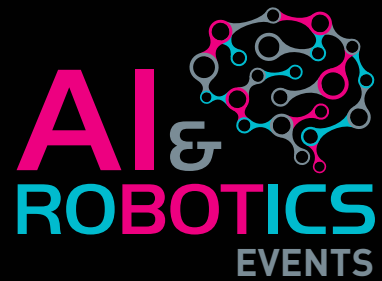


Agenda



AI IN CUSTOMER ENGAGEMENT DIRECTORS' FORUM

29 JUNE, LONDON

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 @roboticsandai #aidirectorsforums

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Welcome to our second Directors' Forum, which extends beyond the business to the customer interface. From automating customer interactions to predicting customer behaviours, we'll investigate AI's impact on the customer experience and businesses' ability to profitably engage.

09:30

Welcome from our hosts

James Rapinac, Director, Gallup



09:35

Chairman's Introduction

Anton Fishman, MD, Fishman & Partners



Anton is a change management expert with over 30 years' experience. A transformational specialist in HR, talent development and culture, he advises HR leaders and other senior executives on the cultural and workplace impacts of new technology.

09:45

From talking toasters to intelligent sequins: How tomorrow's customers will interact with their world

Nicola Strong, Managing Director, Strong Enterprises

The way consumers engage with technology is becoming increasingly complex, while the number of devices they use to communicate is growing exponentially. Vast pools of personalised data, increased tracking via the IoT, the explosion in 'intelligent' diagnostics, and the expanding use of realistic humanoid avatars and agents - often embedded in the most mundane household objects - all offer to optimise the customer experience. Nicola will share some of the latest technologies and AI concepts that could soon be persuading consumers to buy products, love brands and tell their friends.



Nicola is intrigued by authentic communication in digital spaces and how innovative technologies can enhance our lives. As a researcher and lateral futurologist she explores the use of augmented reality in customer engagement. Before launching her virtual change management consultancy, Nicola worked on installing large information systems in FTSE100 global companies, as a researcher on the Tomorrow's Company Inquiry team at the Royal Society for the encouragement of Arts, Manufacturers and Commerce. She is a member of the British Computer Society, the Association for Business Psychology and the IFIP 9.5 Working Group on Virtuality and Society.

10:15

Disruption or transformation? It's your choice

Simon Foot, Group Development Director, Ember Services

Disruption, Disruption, Disruption. Knowing where to start and which trends are the ones to believe and get behind remains a challenge. But is AI really new? Where the examples of existing use are and what can we learn from them, what are the realities and benefits and what are the lessons we should reference when setting out on a transformative journey? Simon will set out Ember's perspectives gained from working with some of the world's leading organisations to deliver advanced customer experiences.



Simon has been involved in the customer management industry for over 20 years - as both an operational leader and an advisor to major brands globally. He is a regular presenter and trusted industry commentator, being voted amongst the industry's most influential voices in 2015/16. As an Ember Director, Simon has worked with some of the UK's most significant brands to help them navigate through the complexity of defining and delivering technology led transformations to elevate the customer experience. In his spare time Simon is a keen golfer, football fan and family man, all of which involve far too much shouting these days!

10:45

AI in Customer Engagement

Alan Flower, Chief Technology Officer EMEA, HCL Technologies



A successful entrepreneur and technologist, Alan is deeply passionate about using technology to support the digital transformation of business and to drive the creation of innovative products and services. With a corporate background formed at IBM, HP and multiple start-ups, Alan has an extensive track record as both visionary and thought-leader with real hands-on experience leading global technology organisations.

11:15

Refreshments

11:45

When the customer is a company - How AI accelerates value in B2B customer relationships

Maria Semykoz, Client Service Lead, Gallup

Much of the talk to date has been about how AI is transforming customer relationships in the B2C arena. All well and good. But what about when the customer is a company? Gallup has identified AI strategies that are helping B2B businesses streamline key account management, win business and grow customer profitability. At a time when a sluggish economy is tempting companies to put their business at risk by cutting costs in B2B customer management, she will describe how AI offers exciting alternatives that accelerate value rather than compromising it.



A specialist in analytics and decision-making science, Maria works with B2B clients across a range of industries to design and deliver customer engagement programmes that leverage technology and human capital to dramatically improve business performance.

12:15

Can computers have 'conversations' with humans?

Andy Peart, CMO, Artificial Solutions

Siri might have changed people's perception of what AI-based automated assistants can do, but setting reminders or finding out about the weather only scratches the surface of artificially intelligent applications.

Digital assistants now go far beyond superficial interaction. For enterprises they can be your top service agent, best sales person, favourite market researcher, the technician that never loses their patience no matter how often they explain the same thing to the same person. To the consumer they are the guardian to in-home automation, the helpful in-car passenger, the friend that knows you've had a bad day and orders your favourite take-out. This presentation by AI-specialist Artificial Solutions, takes you on a journey through different industries, devices and services to demonstrate the many varied ways that the global companies are already using conversational voice technology.



With over 25 years' experience managing marketing operations for sector-leading software and services companies in Europe and US, Andy excels at accelerating business growth. With a career-long specialism in innovative technologies, he is frequently called upon to deliver insight on the rise of AI and the future of natural language and conversational user interfaces.

12:45

Lunch & Networking

14:00

Panel Debate: Where's the evidence - has AI delivered CX?

Our experts discuss whether AI is living up to its CX promise – engaged customers accessing premium services at an affordable cost. We look at who's setting the pace for AI adoption, how they're faring and the gains they've made for customers and their business

Panellists: **Andy Peart**,
CMO, Artificial Solutions

Alan Flower,
Chief Technology Officer
EMEA, HCL Technologies

Simon Foot,
Group Development Director,
Ember Services

14:45

Using AI to optimise customer experience for humans - as well as robots

Richard Chataway, Founder, Communication Science Group

Richard explains how understanding the irrationalities of human behaviour, and factoring them into your communications, can make massive improvements to customer experience through small incremental changes. When combined with the latest advances in machine learning and AI the possibilities are endless - as he will demonstrate with pioneering new software that can predict response to communication more accurately than humans themselves can.

Richard is the founder of Communication Science Group, a new consultancy that audits, optimises and scientifically evaluates communication to customers, clients and staff using the very latest thinking in behavioural and marketing science. Richard is one of the most experienced practitioners in applied behavioural science in communications in the UK. His strategy for the #XTL campaign (a social media campaign addressing domestic violence) won the Global Festival of Media Campaign of the Year in 2014, and he also led strategic development of the world's most successful stop smoking mobile app (My QuitBuddy). Richard has led communications strategy for local and central government in Australia and the UK, and has advised commercial clients including IKEA, Pfizer, Sainsbury's, ING, ITV, BT, Kimberly Clark, American Express, InterContinental Hotels Group, Campari, FOX Networks, Starbucks and Unilever. He was the first dedicated Head of Ogilvy Change, the only embedded behavioural practice in a communications agency.



15:15

Refreshments

15:45

Keep talking and nobody explodes. How AI achieves what a human being never could

Gerard Frith, Chairman of Matter and Chief Science Officer, Chelsea Apps Factory

In an ideal world a single individual would provide absolutely consistent 24-hour one-on-one contact for every one of your customers. They'd have a godlike knowledge of your customers' interests and preferences, know your products and services inside out and never need to sleep. No human being could achieve it without exploding. AI theoretically can. Join Gerard for a discussion of how AI can deliver true omni-channel customer experience and the ways your enterprise will need to change to make it work.



A maverick of the digital world, Gerard skates across the boundaries of innovation, leadership, strategy, product and technology to deliver AI-driven change. With a first class degree in AI, Gerard has championed its potential throughout a 20 year career in management consultancy and entrepreneurship.

16:15

Searching for success – using new search technologies to overcome age-old business challenges

Jayne Reddyhoff, Change management specialist and Managing Director, Zanzi Digital

AI may be changing the world, but your biggest business challenges remain fundamentally unchanged; you need to sell more, promote your brands, increase market share and outperform your competitors. Much of your success depends on how well you manage the first stage of customer engagement. Google and other search engines are using early stage AI to handle customer searches and are able to predict top-ranking web pages with greater accuracy than human teams. Using practical case studies of success and failure, Jayne demonstrates how this contributes to customer experience and outlines 8 top tips for getting better search results than your competitors.



Jayne is at the forefront of technological change, helping companies re-shape their marketing functions in line with digital and data-driven strategies. She has managed IT-driven change management programmes across multiple industries including manufacturing, telco and financial services and, dedicated to making change an inclusive rather than imposed process, has led employee empowerment programmes, taken part in complex union negotiations and re-modelled working environments.

16:45

Chairman's Summary followed by Drinks & Networking

Our partners

ARTIFICIAL SOLUTIONS

The leading specialist in Natural Language Interaction (NLI). Its patented technology enables people to converse with applications and services running on computers, mobiles, wearables and other electronic devices in a humanlike, intelligent manner. Called Teneo, it is the first complete platform to enable enterprises to develop and analyse artificially intelligent, natural language applications through machine learning and implicit personalisation. Teneo allows business users and developers to collaborate on creating sophisticated natural language applications in record time that run on any operating system, across multiple channels and in 35 languages, without the need for specialist linguistic skills. Teneo unlocks the knowledge held in immense volumes of natural language conversations, delivering unprecedented levels of big data insight and true 'voice of your customer' understanding. Artificial Solutions' technology is deployed by hundreds of public and private sector organisations and used by millions of people.

www.artificial-solutions.com



Ember is a business services group helping organisations to become market-relevant and business-ready for the future. We provide specialist management consultancy, training and analytics, executive search and contract legal services and address the customer management strategies, technical and operational capabilities that will help you define your priorities for change. With an unashamedly commercial focus we help to drive down costs, identify hidden risks and support the transition of delivery so that you can transform confidently, innovatively and successfully to secure your future through better customer engagement.

www.emberservices.com



A leading global IT services company that helps global enterprises re-imagine their businesses through digital technology transformation. It provides an integrated portfolio of services underlined by its Mode 1-2-3 growth strategy.

Mode 1. Core services in applications, infrastructure, BPO, engineering and R&D, leveraging DRYiCETM Autonomics to transform clients' business and IT landscape.

Mode 2. Experience-centric, outcome-oriented services such as digital and analytics (BEYONDigitalTM), IoT WorkSTM, cloud and security, utilising DRYiCETM Orchestration to enable enterprise digitalisation.

Mode 3. Strategy is ecosystem-driven, creating innovative IP-partnerships to build products and platforms business. HCL leverages its global network of co-innovation labs and delivery capabilities to serve key industry verticals and, with over 111,000 professionals, creates value for customers by taking 'Relationships Beyond the Contract'.

www.hcltech.com



As an innovation hub and consultancy we're dedicated to helping organisations stay human, manage change and build success in digital spaces. We help individuals, teams and organisations to generate authentic dialogue, provide leadership and create new business solutions by making the best possible use of the fantastic range of technology that's available to them now.

Our client projects are varied, wide-ranging and include:

- Researching the potential of edgy technology to solve business problems
- Making 'big data' manageable by creating informative infographics that deliver fresh insights and display trends
- Appraising the value of social engagement tools to enhance productivity
- Playing serious games in virtual environments to get seriously valuable learning outcomes.

www.strong-enterprises.com

Host partner



Gallup delivers analytics and advice to help leaders and organisations solve their most pressing problems. Combining more than 80 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organisation in the world.

www.gallup.com

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WHERE PEOPLE AND MACHINES MEAN BUSINESS

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NLP | Intelligent Bots | Cognitive Computing | RPA | Virtual Assistants | AI & Robotics Trends | Big Data Analytics | Business Transformation | Customer Engagement | Human Capital | AI Innovators | Augmented Reality | Early Adopter Case Studies | Employee Engagement | Service Robotics

Speakers already confirmed for September include:

Alex Harvey, Head of Robotics and Autonomous Systems, **Ocado Technology** • Chris Corrado, Group CIO and COO, **London Stock Exchange** • Mark Preston, MD, **Streetdrone** • Professor Nigel Crook, **Oxford Brookes University** • Nicola Strong, MD, **Strong Enterprises** • Mark Purdy, MD of Economic Research, **Accenture Research** • Dr Mirko Kovac, Director of the Aerial Robotics Lab, **Imperial College London** • Professor Philip Bond, Member of the **Council for Science and Technology** and visiting fellow at the Oxford Centre for Industrial and Applied Mathematics • Frank Nigriello, Director, **Corporate Affairs, Unipart Group** • Michael Rendell, Head of Innovation & Transformation, **PwC** • Peter Waggett, Emerging Technologies Director, **IBM**

Register before 31 July 2017 for early bird discounts at <http://www.air.events/the-main-event/>

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