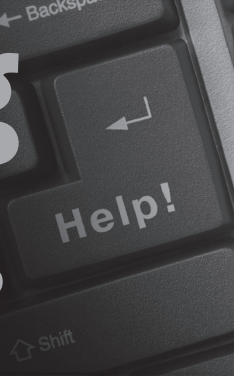


banking review conferences



Retail Banking Review presents:

Customer experience excellence in financial services

Delivering superior service across all channels and touchpoints

25 June, Sydney, MGSM CBD Campus

Confirmed speakers



Kate Carruthers
Director
**Digital Business
Group**



James Gardner
Head of innovation
Lloyds TSB



Monty Hamilton
Head of Online
UBank



Lisa Montgomery
Head of Consumer
Advocacy
Resi Mortgage

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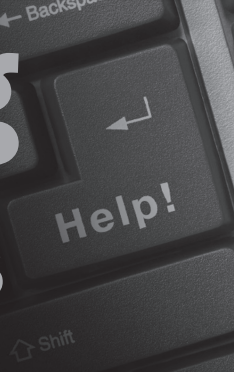
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Agenda

8.45am Registration opens

9am Introduction from the Chair – Charis Palmer, Editor, Retail Banking Review

9.15am Charting your customer experience journey through tough times

- Why is customer experience important in a downturn?
- What does the customer experience journey look like?
- What steps should firms take, right now?

9.50am Championing the voice of the customer inside the enterprise

- The evolving organisational structure for customer experience management
- Aligning channels and products to deliver the best outcome for customers
- Some simple ideas to improve the user experience

Rob Findlay, Customer Experience Manager, Direct Sales and Service – Portfolio Management & Strategy, NAB

10.25am Networking break

10.45 Embedding a customer focus into your entire business

- The role of a consumer advocate inside a finance company
- Empowering staff to deliver a stand-out customer experience
- The role of customer experience improvements in customer retention

Lisa Montgomery, Head of Consumer Advocacy, Resi Mortgage

11.20am Our journey to improve the online customer experience

- Building an experience that appeals to the mass market
- Using consumer feedback to simplify & streamline processes
- The technical changes we've made to improve the experience

11.55am Getting the service experience consistent across channels

- Can banks really be all things to all people?
- Differentiating your brand with customer experience delivery
- Ensuring service delivery aligns with your marketing promise

12.30pm Lunch

1.30pm

Interactive roundtable session

A chance to breakout, interact with your peers and discuss some of the conference's key topics. Workshop leaders will cover:

- How to improve the online customer experience
- Live chat and other call centre supported servicing tools
- Branch experience trends

2.20pm

Innovation at the coal face

- What is the new customer experience – what should it look like and which organisations get it?
- Sparking innovation inside your organisation – do's and don'ts
- When to innovate and when to follow

James Gardner, Head of Innovation, Lloyds TSB

2.55pm

Networking break

3.15pm

Effectively communicating your service proposition to customers

- The importance of transparency
- How to communicate your organisation's values and what they mean for customers
- Using blogs and other two-way communication techniques to gather useful feedback

Sarah Cutbush, Savings & Loans Credit Union

3.55pm

Panel debate: Social communities: Useful for aiding customer experience, or an unwelcome distraction?

- The role of social networks in identifying and responding to customer complaints
- Is Twitter a viable customer service tool?
- The compliance issues of using social networks to address common problems

Kate Carruthers, Director, Digital Business Group

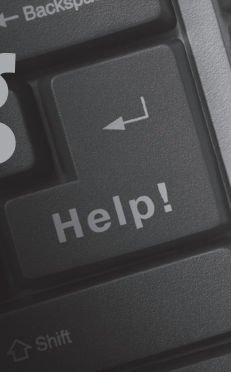
Monty Hamilton, Head of Online, UBank

Ean van Vuuren, Head of Consumer Online, Westpac

4.45pm

Close & networking cocktails

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Registration Form

Personal Details

Dr Mr Mrs Ms Miss

Name _____ Surname _____

Position _____

Company Name _____

Address _____

City _____ State _____ Postcode _____

Country _____

Telephone _____ Mobile _____

Fax _____

Email _____

Venue

MGSM CBD Campus Level 6, 51-57 Pitt St, Sydney

| | Fee | GST | Total |
|---|----------|---------|-----------|
| <input type="checkbox"/> Online Banking Review or Retail Banking Review subscriber | \$795.00 | \$79.50 | \$874.50 |
| <input type="checkbox"/> Standard | \$995.00 | \$99.50 | \$1094.50 |

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