

* ISG[®] Xperience Summit

March 22, 2022
Virtual EST



The Post-Pandemic Consumer

Change is the only constant that we've known over the past two years. Everything, from how we meet, consume information, interact with brands, and our expectations for those interactions has changed. Zero fuss, zero hassle, immediate results, and the peace-of-mind that we're investing our money in well-valued brands are the cornerstones of our expectations as consumers.

Today, consumers are:

Values-Orientated

Your consumers want to see that the companies they buy from care for the environment and demonstrate social responsibility - that you align with their values. They want transparency.

Digital

Savvy with e-commerce technologies, workplace collaboration tools, and digital customer service experiences, your consumers know what a good experience looks like - and don't tolerate anything less.

Connected

There's nothing worse than a disjointed experience. Your front, middle and back office must be connected so that your customers' buyer journey is continuous, smooth and efficient.

One Day. Three Themes.

Exceeding Customer Expectations

You've had to quickly implement emerging technologies while balancing employee engagement, creating personalized experience and, ultimately, deliver strong brand loyalty at scale. In this theme, we will outline key driving factors that are shaping consumers' expectations.

ESG - Technology & Sustainability

It's estimated that almost two thirds of global greenhouse emissions come from food production, with clothing production the next largest contributor. Regenerative business promises the biggest positive impact on sustainability. In this theme, we'll explore technologies being used to improve, measure and track sustainability progress, and why it matters to your consumers.

De-Risking the Supply Chain

Supply chain risk has emerged as one of the biggest challenges of the pandemic. In this theme, we will examine the innovations that manufacturers, suppliers, and retailers are turning to for supply chain resilience.

Meet the Speakers



Alex Genov

Head of Marketing Insights
and Customer Research,
Zappos



Alex Manders

Partner
ISG



Andy Miers

Director,
ISG



Amanda Whyte

Director, Corporate
Strategy - CSM,
HubSpot



Brendan Edgerton

Head of Sustainability,
Designit



Brian Carnell

CIO,
LifeScale Analytics



Christina Alfonso-Ercan

CFO,
Novata Inc



Curtis Galusha

North America Immersive Experiences
Leader for the Digital Customer
Experience Practice,
Capgemini



Fahmida Bangert

VP of Sustainability,
ITRenew (part of Iron
Mountain)

Meet the Speakers



Iain Fisher

Director,
ISG



John Boccuzzi Jr

Partner & President ISG
Research,
ISG



John Sandoval

VP, Client Services,
Isobar Public Services



Scott Manghillis

Go-to-Market Leader for Healthcare,
Life Sciences & FS for the Intelligent
Customer Operations Practice,
Capgemini



Sid Sharma

SVP, IoT Practice,
Hitachi Vantara



Scott Brinker

Editor,
chiefmartec.com



Linda Delbridge

Director,
ISG



Matt Warburton

Principal Consultant,
ISG



Nic Parmaksizian

Global CEO,
Designit



Steve Hall

President ENEA,
ISG



Sunder Pillai

Director and Practice Leader
Retail, CPG and Enterprise,
ISG



Susshruth Apshankar

Solution Leader,
Analytics
ISG



Pete Tiliakos

Director,
ISG



Robbie Brillhart

North America Market leader for
the Intelligent Customer Operations
Practice, Business Services,
Capgemini



Sarang Kirpekar

Senior Vice President of
Product Engineering and
Sustainability Sponsor,
Hitachi Vantara



Vishal Brown

Digital Portfolio Leader,
NTT DATA



Wayne Butterfield

Partner - Contact
Center Transformation
ISG

Summit Agenda

Day 01 - Tuesday, 22 March 2022

08:45 - Welcome & Event Kickoff
09:00



John Boccuzzi Jr
ISG

09:00 - Keynote: A Virtual Future? MetaVerse: Risks and
09:25 Opportunities



Steve Hall
ISG

09:25 - Innovation Lab
09:30

09:30 - Featured Presentation: Creating New Social Value
10:00 with a Unique Vision for the Future



John Boccuzzi Jr
ISG



Sarang Kirpekar
Hitachi Vantara

10:05 - Meet the Influencers
10:30

A moderated panel of ISG subject matter experts will explore the key technologies that will drive Customer Experience including:

- AI and Automation
- Platforms
- Predictive Analytics
- Cybersecurity

- Blockchain



John Boccuzzi Jr
ISG



Wayne Butterfield
ISG



Alex Manders
ISG

10:30 - Innovation Lab
10:45

10:45 - Giving Customers a Voice in a World Full of Numbers
11:15

We live in uncertain times. Technology changes very rapidly. Business models evolve almost overnight. To top it off, we are in the midst of a global COVID-19 pandemic which changed how people interact with each other and with businesses on a daily basis. Some of the most hotly debated topics in business circles are about whether the pandemic has changed customers' needs, behaviors, and attitudes for good or whether there will be a return to a pre-pandemic "normal".

This time of uncertainty is dominated by the rise of big data, data science, machine learning, and algorithms. On the other hand, many businesses strive to create customer loyalty and increase Customer Lifetime Value (CLV) by creating products and services which are personalized, tailored, evoking emotional connections with customers.

In this talk, Alex will try to convince you that these two trends -the fascination with big data, statistical averages, and algorithms, on the one hand, and the quest for cultivating lasting customer loyalty based on positive emotional experiences, on the other - are in opposition to one another and create inherent tension. This tension needs to be resolved by any business which wants to win the hearts

and minds of the customers of today and tomorrow. In other words, businesses cannot create products and services that result in remarkable customer experiences and cannot hope for meaningful customer loyalty until they understand and treat customers as people instead of just numbers.

What you will learn:

- The role of customer trust in loyalty and customer lifetime value - How to build your own VOC program
- Busting some common customer-related myths
- The Zappos journey to give customers a voice
- Lessons learned



Alex Genov
Zappos

11:15 - 11:35 ISG Insights : Exceeding Customer Expectations

Brands must demonstrate a commitment to social issues in order to build trust with their consumers. Value driven consumption is enabled through information at the point of sale. More information drives increased trust. The use of technologies like Conversational AI to deliver the right answers at the right time and offering transparency on product pages, informs and drives towards customer loyalty. Marketing, Customer Service and Supply Chain are integrally linked in driving customer satisfaction. Data and Predictive Analytics anticipate customer needs and wants. Brands can encourage loyalty by rewarding customers for making more ethically responsible purchases through the use of platforms and tools that measure the carbon footprint of purchases.



Susshruth Apshankar
ISG

11:35 - 12:15 Panel Discussion : Exceeding Customer Expectations



Linda Delbridge
ISG



Scott Brinker
chiefmartec.com



Brian Carnell
LifeScale Analytics



John Sandoval
Isobar Public Services



Amanda Whyte
HubSpot

12:15 - 12:45 Featured Presentation: Delivering a Frictionless, Digital First Experience

The global pandemic has led to massive and unprecedented disruption in the way organizations are supporting and servicing their customers. The shift from face-to-face interactions to increased adoption of digital channels and shopfronts is increasing the complexity of data. At the same time, customer care services are facing hyper growth and talent challenges across most Tier 1 countries. Top of the customer agenda during this time of growth is implementing new ways to capture customers, modernizing platforms to enable digital transformation, and improving the support and enablement of talent. To address these challenges, our panel of experts will discuss how organizations can:

- Modernize their transformation platform
- Transform their delivery strategy based on changes in domestic labor availability and cost
- Balance domestic, nearshore, offshore, and digital workers
- Leverage intelligent automation as a medium to drive meaningful, frictionless customer interactions in the customer operations space.



John Boccuzzi Jr
ISG



Robbie Brillhart
Capgemini



Scott Manghillis
Capgemini

12:45 - 13:00 **Innovation Lab: The Future that works for everyone.**



13:00 - 13:20 **ISG Insights: Technology Driven Sustainability**

It's estimated that almost two thirds of global greenhouse emissions come from food production, with clothing production the next largest contributor . Regenerative business promises the biggest positive impact on sustainability. In this theme, we'll explore technologies being used to improve, measure and track sustainability progress.



Iain Fisher
ISG

13:20 - 14:00 **Presentation: Sustainability Through Technology**

Technology is critical to addressing today's greatest environmental and social issues. When designed with sustainability in mind, digital innovations and hardware infrastructure can create substantial impact and market disruption. Companies are already leveraging IoT, cloud, AI and other innovations to reduce operating costs, mitigate risk and capture market share. This session will illustrate

the intersection of technology and sustainability and highlight how companies are driving real business value by putting sustainability at the core of their tech solutions and strategies. In the session, attendees will hear directly from ITRenew, a California company set "to make sustainably sourced, zero-carbon data center infrastructure the industry standard".



Nic Parmaksizian
Designit



Brendan Edgerton
Designit



Fahmida Bangert
ITRenew (part of Iron Mountain)

14:00 - 14:30 **Panel Discussion: Technology Driven Sustainability**



Matt Warburton
ISG



Christina Alfonso-Ercan
Novata Inc



Brian Carnell
LifeScale Analytics

14:30 - 14:45 **Innovation Lab: NTT Data**



14:45 - 15:05 **ISG Insights: De-risking the Supply Chain**

Supply chain risk has emerged as one of the biggest challenges of the pandemic. Businesses across all industries have been rocked by unforeseen disruption. Companies are prioritizing risk management to address threats from the supplier ecosystem, ransomware attacks and unanticipated geo-political issues. In this theme, we will examine the innovations that manufacturers, suppliers, and retailers are turning to for supply chain resilience.

- The role of strategic partnerships in solving supply chain challenges
- Scenario Planning
- Digital Twinning and the ability to create virtual replicas
- Data sharing through permissioned block chain solutions
- How brands have adapted and how they plan to cope going forward
- The importance of early warning systems and detecting risk and opportunity early
- Derisking the supply chain through AI Predictive Modeling



Sunder Pillai
ISG

15:05 - **Panel Discussion: De-risking the Supply Chain**
15:45



Andy Mears
ISG



Sunder Pillai
ISG



Vishal Brown
NTT DATA



Sid Sharma
Hitachi Vantara

15:45 - **Xperience Summit Wrap Up**
16:00

A review of the day's sessions, what we learned and next steps.

Meet Our Partners

