



20 – 21 NOVEMBER 2018
The Langham Shanghai Xintiandi, CHINA

“Customer Experience - Your Winning Strategy & Competitive Advantage”
构建客户体验管理策略，为企业赢得突出的竞争优势和价值定位

CONFERENCE AGENDA

Returning for a 3rd year, the annual **Customer Experience (CX) Management China Summit** is the only event in China focusing on how organisations can design, implement and deliver best-in-class CX strategies to engage next-generation consumers and unlock business value.

中国客户体验管理峰会设立于 2016 年，是由众多客户体验管理联袂打造的思想盛会。峰会致力于汇聚和分享更多互联网+的时代商业智慧，持续探讨商业精神，传递主流商业价值观。过去的两届，超过六十余家知名品牌企业高层曾出席活动。目前，中国客户体验管理峰会已经成为中国最具影响力的思想交流平台之一。

SPONSORS



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CONFERENCE DAY ONE: TUESDAY 20 NOVEMBER 2018

08:00	Registration & Coffee & Tea 注册和早茶
09:00	<p>Chairman's Welcome Remarks 主席致欢迎词</p> <p>Adeline Yong, Deputy General Manager, Head of Loyalty Customer Experience – Dalian Wanda Group 杨颖琳, 大连万达集团 副总经理、忠诚客户体验负责人</p>
DEMONSTRATING THE ROI OF CUSTOMER EXPERIENCE 展示客户体验的真正投资回报	
09:15	<p>CXO PANEL: Leveraging Customer Experience a Business Strategy to Drive Business Profitability 专题讨论：利用客户体验作为业务战略，提高业务盈利能力</p> <p><i>Moderator:</i> David Kohler, Regional Head, Experience Design & Culture -Generali Asia David Kohler, 忠意亚洲, 体验设计与文化区域负责人</p> <p><i>Panelists 专题研讨嘉宾:</i> Liu Kaiya, Chief Consumer Journey Officer – BSH Home Appliances Group 刘开亚, 博世-西门子家用电器有限公司, 首席消费者旅程官</p> <p>Mark Tomasz, Chief Operating Officer – HSBC China Mark Tomas, 汇丰银行中国有限公司, 中国区首席运用官</p>
10:00	<p>Accelerating Customer Experience and Digital Transformation Across the Organisation 加速整个组织的客户体验和数字化转型</p> <p>Clement Yip, Partner, PwC Experience Centre – China & Hong Kong – PwC China Clement Yip, 普华永道中国, 中国香港普华永道体验中心合伙人</p>
10:30	Speed Networking & Morning Refreshment Break
BRIDGING CUSTOMER EXPERIENCE GAPS 弥合客户体验差距	
11:15	<p>PANEL: Personalising Customer Interactions with Enhanced Segmentation 专题讨论：通过强化的市场细分，个性化客户交互</p> <p><i>Moderator:</i> Shawn Wang, Founder & Head of Data Labs – China Eastern Airlines 王学武, 东方航空, 数据实验室负责人</p> <p><i>Panelists 专题研讨嘉宾:</i> Colin Dai, Director of Marketing & International Partnerships – Ctrip 戴旻, 携程全球购, 市场营销及商务拓展总监</p> <p>Stephen Joseph, General Manager - Greater China – Accor Plus</p> <p>Chong, Head of Operation – VIP Finance 周允冲, 唯品会, 运营总监</p> <p>Alexandra Efimovskaya, Head of Customer Experience – Home Credit China Alexandra Efimovskaya 捷信消费金融有限公司, 客户体验部部长</p>
12:00	<p>Creating a Single Customer View and Personalising Digital Experiences Across Marketing Touchpoints 创建单一客户视图，跨营销触点个性化数字体验</p>

	<p>Leo Mao, Senior Solution Consultant – Adobe Experience Cloud – Adobe Leo Mao, Adobe, 高级解决方案顾问</p>
12:30	Networking Lunch
CHANNEL MANAGEMENT 渠道管理	
14:00	<p>PANEL: Omni-Channel Integration to Orchestrate High Value Customer Experience 专题讨论：全渠道集成，协调高价值客户体验</p> <p><i>Panelists 专题研讨嘉宾:</i></p> <p>Eugenia Garcia Pastor, Customer Experience & Operations Director – Asia Pacific – Melia Hotels International 玛露, 梅利亚国际酒店集团, 亚太地区客户体验与运营总监</p> <p>Francis Chay, Director, Omni-Channel Customer Experience – Asia Pacific – Pfizer 谢锦祥, 辉瑞制药公司, 亚太地区全渠道客户体验总监</p> <p>Alicia E, China Consumer Insight & Business Analytics Lead – HP 峨媚, 美国惠普公司, 中国消费者洞悉及商业分析负责人</p>
14:45	<p>Customer Experience Management vs. Experience Design: What’s the Difference and Why Does it Matter?</p> <p>David Kohler, Regional Head, Experience Design & Culture -Generali Asia</p>
15:15	Afternoon Refreshment Break
CUSTOMER EXPERIENCE STRATEGY ROUNDTABLES [2 ROTATIONS @ 45MINS EACH] 客户体验战略：圆桌讨论(两次轮换，每次 45 分钟)	
 <p><i>Structured to maximise interaction and in-depth focus on a topical subject matter, attendees will have the opportunity to participate in two roundtable sessions of their choice, which has close relevance to their area of expertise and / or scope of responsibility.</i></p> <p>与会者进行结构化分组，以实现最大程度的互动并深入关注主题事项，与会者将有机会参加他们选择的两个圆桌会议，会议与他们的专业领域和/或职责范围密切相关。</p>	
15:45	Roundtable A
	<p>Modernising Legacy Systems to Unleash Business Agility 实现原生系统现代化，发挥业务灵活性</p> <p><i>*Conducted in Bilingual* 以双语进行</i></p> <p>Kev Chen, Senior Director, Digital Technology & Delivery, Hilton 陈英强, 希尔顿, 数字化产品交付高级总监</p>
	Roundtable B
	<p>Designing Customer-Centric Processes in the Digital Age 在数字时代设计以客户为中心的流程</p> <p><i>*Conducted in Bilingual* 以双语进行</i></p> <p>Sharon Zhang, Head of Data Strategy & Innovation, Shiseido Group 张琼, 资生堂(中国)投资有限公司, 数据战略部 部长</p>
	Roundtable C
	<p>Converging Product Innovation and User Experience 融合产品创新和用户体验</p> <p><i>*Conducted in Bilingual* 以双语进行</i></p>

	<p>Shaun Ching, Head Customer Strategy, AIA</p>
	<p>Roundtable D</p>
	<p>Building Customer Satisfaction, Loyalty and Empowerment 建立客户满意度、忠诚度和赋权 <i>*Conducted in Bilingual* 以双语进行</i></p>
	<p>Fiona Gu, CRM Director, Pierre Fabre Dermo-Cosmetics China 顾凤, 皮尔法伯集, 客户关系管理总监</p>
	<p>Roundtable E</p>
	<p>Investing in Mobile Customer Experience for Profitable Growth 投资移动客户体验, 实现盈利增长</p>
17:15	<p>Chairman's Closing Remarks & End of Day One</p>

CONFERENCE DAY TWO: WEDNESDAY 21 NOVEMBER 2018

08:00	Registration & Coffee & Tea
09:00	<p>Chairman's Welcome Remarks 主席致欢迎词 Adeline Yong, Deputy General Manager, Head of Loyalty Customer Experience – Dalian Wanda Group 杨颖琳, 大连万达集团, 副总经理、忠诚客户体验负责人</p>
NEW AGE TECHNOLOGY & INNOVATION 新时代的技术与创新	
09:15	<p>The Modern Rules of Customer Relationship Management: A Data-Driven Approach to Unlocking Customer Insights 客户关系管理的现代规则：数据驱动方法开启客户的洞察力</p> <p>Shawn Wang, Founder & Head of Data Labs – China Eastern Airlines 王学武, 东方航空, 数据实验室负责人</p>
09:45	<p>PANEL: Embracing Cognitive Intelligence to Drive Customer Interaction and Engagement 专题讨论：利用认知智能推动客户交互和参与</p> <p><i>Moderator:</i> Andrew Wei, General Manager – Tele Customer Service Centre, Sinosafe General Insurance Co. Ltd 魏安达, 华安财产保险股份有限公司, 电话客户服务中心总经理, 华安财产保险股份有限公司</p> <p><i>Panelists 专题研讨嘉宾:</i> William Feng, Head, Customer Experience Strategy – Didi Chuxing 冯伟伦, 滴滴出行, 客户体验战略负责人</p> <p>Raphael Hu, Senior Director of Big Data Analytics General Manager of Customer Experience Department – Ping An Insurance (Group) Company of China Ltd Ping An Property & Casualty Insurance 胡英杰, 中国平安保险(集团)有限公司 平安财产保险, 大数据分析高级总监 客户体验部总经理</p> <p>Alfonso Navarro Sanz, Head of Marketing – AXA Global Direct Alfonso Navarro Sanz, 安盛保险公司, 营销总监</p>
10:30	Speed Networking & Morning Refreshment Break 上午茶歇与自由交流
BRAND LOYALTY & EXPERIENCE 品牌体验与忠诚度	
11:15	<p>Becoming your Customer's Favourite Brand – The Power of Emotion</p> <p>Vivien Deng, General Manager – China – Collinson</p>
11:45	<p>Elevating Brand Experience to Attract and Retain Customers 提升品牌体验，吸引、留住客户</p> <p>Adeline Yong, Deputy General Manager, Head of Loyalty Customer Experience – Dalian Wanda Group 杨颖琳, 大连万达集团 副总经理、忠诚客户体验负责人</p>
12:15	<p>PANEL: Investing in Customer Experience to Enhance Brand Loyalty 专题讨论: 投资客户体验，提高品牌忠诚度</p> <p><i>Moderator:</i> Douglas Lim, Head of Global Customer Service – TPV 林凯剑, 冠捷科技, 全球客户服务负责人</p> <p><i>Panelists 专题研讨嘉宾:</i> Gerrit Silla, Head of CRM – SAIC Volkswagen Gerrit Silla, 上汽大众, 客户关系管理负责人</p>

	<p>Angela Deng, Vice President, Head of Customer Centricity – Sino-US United MetLife Insurance Company 邓懿薇, 中美联泰大都会人寿保险有限公司, 总监, 市场体系-客户关系管理部</p> <p>Yifeng Wang, Head of Consumer Engagement Reebok– adidas China 王亦峰, 阿迪达斯中国, 锐步中国客户关系负责人</p>	
13:00	Networking Lunch 午餐与自由交流	
INDUSTRY SECTOR WORKING GROUP DISCUSSIONS 行业分组讨论		
 <p><i>Structured to maximise interaction and in-depth focus on a topical subject matter, attendees will have the opportunity to participate in the industry roundtable session of their choice, which has close relevance to their sector of expertise and / or scope of responsibility.</i></p> <p>与会者进行结构化分组，以实现最大程度的互动并深入关注主题事项，与会者将有机会参加他们选择与他们的专业领域和/或职责范围密切相关的圆桌讨论。</p>		
14:00	ROUNDTABLE G Banking 银行业 <u>Roundtable Moderator 圆桌主持人:</u> Maggie Yung, Director – Head of Customer Franchise Citibank China 容兰芳, 花旗银行(中国), 客户发展规划总监	
	ROUNDTABLE H Insurance 保险业 <u>Roundtable Moderator 圆桌主持人:</u> Andrew Wei, General Manager – Tele Customer Service Centre, Sinosafe General Insurance Co. Ltd 魏安达, 华安财产保险股份有限公司, 电话客户服务中心总经理, 华安财产保险股份有限公司	
	ROUNDTABLE J Hospitality and Travel 酒店与旅游行 <u>Roundtable Moderator 圆桌主持人:</u> Wendy Lv, Head of Customer Experience – Greater China, Agoda	
	ROUNDTABLE K Retail and E-Commerce 零售和电子商务 <u>Roundtable Moderator 圆桌主持人:</u> Helena Ran, Greater China Consumer Services Director, Nike	
	ROUNDTABLE L Manufacturing 制造业 <u>Roundtable Moderator 圆桌主持人:</u> Yan Zhang, Head of Digital Customer Experience, Schneider Electric 张艳, 施耐德电气, 数字化客户体验中国负责人	
	Afternoon Refreshment Break 下午茶歇	
	BUILDING CONNECTED CUSTOMER EXPERIENCES 建立有效连接的客户体验	
15:30	<p>Building a Unified O2O Brand and Loyalty Strategy in China 在中国制定统一的O2O品牌和忠诚度战略</p> <p>Jason Zhang, Head of Operation, Amer Sports China</p>	
16:00	<p>Dev Customer Connectivity and Innovation in the Digital Age 数字化时代的客户连通性与创新</p> <p>Lisa Ding, Senior Director Customer Service, Greater China, Maersk 丁楠, 马士基 - 客户服务高级总监, 大中华区</p>	
16:30	Chairman's Closing Remarks & End of Summit	

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