Thursday 17th June at 14:00 CET

13:30 CET  DOORS OPEN, NETWORKING TIME

14:00 CET  WELCOME WORDS by Veronica Lange, Head of Digital Engagement, UBS

KEYNOTE: Loyalty as a two-way street

Clive Humby, Principle, H&D Advisory

- Your ‘loyalist’ customers may not be your most profitable - what does this imply and how to monetise their loyalty
- Why loyalty is a two-way street and are we doing the right thing for customers
- GDPR and meeting client needs... why for many the unit of analysis needs to be the household, not the person

KEYNOTE: Turning Customer Data into Customer Success

Iryna Arzner, Retail Customer Success & Monetization Lead, Raiffeisen Bank International AG

- Personalizing customer experience in banking - Where do we struggle and what does it take to move beyond exploration?
- Humanizing digital channels
- Data-driven vs. value-driven

KEYNOTE: Humanizing digital channels using virtual assistants

Dmitry Krylov, Managing Director, Sberbank

- Voice: the natural way to interact
- Maintaining the emotional connection with customers
- Business models for virtual assistance

15:45 CET  FACILITATED DISCUSSION TABLES (take place in Teams)

- The role of human-assisted channels in the digital banking world
  Leader: Jordi Guaus, Innovation Director / Strategic Marketing, CaixaBank

- Understanding customer needs by use of data and personalization of services
  Leader: Tom Pawelkiewicz, Associate Vice President, TD Bank

- Winning customer loyalty: customer retention and development
  Leader: Iryna Arzner, Retail Customer Success & Monetization Lead, Raiffeisen Bank International AG

16:45 CET  END OF PROGRAM