



# VIRTUAL MEMBER MEETING

## Rethinking Customer Engagement in Digital Banking



Thursday 17<sup>th</sup> 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



PANEL DISCUSSION

Discussion moderated by: **Meaghan Johnson**, CX and UX Consultant, **Digital Maggs**

- **Clive Humby**, Principle, H&D Advisory
- **Iryna Arzner**, Retail Customer Success & Monetization Lead, **Raiffeisen Bank International AG**
- **Dmitry Krylov**, Managing Director, **Sberbank**



CLOSING WORDS by **Veronica Lange**, Head of Digital Engagement, **UBS**

15:45 CET

FACILITATED DISCUSSION TABLES (take place in Teams)

- The role of human-assisted channels in the digital banking world  
Leader: **Jordi Gaus**, 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