



Digital Transformation: The Journeys Leaders Crave

How the digital age demands are met and how to unlock the power of data to deliver exceptional experiences.

2024, LAGOS, NIGERIA

[digitaleconomyafrica.com](https://www.digitaleconomyafrica.com)

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[africanbusinessweek.com](https://www.africanbusinessweek.com)

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[peak.com](https://www.peak.com)



www.ck12.org

EVENT JOURNEY MAP



Q: WHAT ARE YOUR CURRENT CX PRIORITIES?

YOUR TOP 3 MUST-ATTEND SESSIONS



Building Effective CX Strategies

- Organisational-wide CX Transformation
- ROI in CX Strategies
- Unified Enterprise CX

- What Keeps CX Leaders Awake at Night – Navigating the Constantly Evolving CX Standards in Changing Socioeconomic Environments
- Driving Holistic CX Transformation and Value with Real-Time Insights and Feedback
- Turning CX into Business Value and Growth



Developing Digital Capabilities

- Seamless Experience Across Digital Platforms
- Technology Integration for CX Solutions
- Effective Digital Engagement

- Building Collaborative, Cognitive, and Conversational Platforms to Win and Satisfy Customers
- Synergising Customer Experience with Process Transformation and Digitisation
- Leveraging the Power of Cloud to Transform your CX Strategies



Understanding Your Customers

- 360-degree View of Your Customers
- Customer Analytics & Insights
- Customer Engagement, Behavioural & Feedback Analysis

- Leveraging Customer Feedback Analytics to Create Actionable Insights and Value
- Using NPS Tools and Feedback Analytics to Reduce Churn and Improving Customer Satisfaction
- Making Sense of Customer Feedback to Deliver the Right Service at the Right Time

Q: WHICH PART OF CX ARE YOU FOCUSING ON?



Digital & Technology



Operations & Services



Customer Strategy



Marketing & Customer Insights

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YOUR TOP 3 MUST-ATTEND SESSIONS



Streamlining Omni-Channel Experiences

- Consistent, Standardised Services
- Customer Journey Mapping
- Single-View Delivery of CX

- Reviewing Channel Effectiveness in a Changing Omni-Channel Era
- Optimising Customer Journey Mapping to Enhance Engagement and Loyalty
- Synchronising Omni-Digital Proactive Customer Communication Channels



Delivering Agile & Personalised CX

- Personalised CX that Matters
- Self-Service & Automated CX
- Micro-Moments for Next-Gen Customers

- Personalised CX Delivering Seamless, Personalised Experiences to your Digital-Savvy Customer
- Building Connected, Hyper-Personalised and Localised Experiences to Improve CX
- Gaining a Holistic 360 View of your Customer to Deliver Personalised Experiences



Transforming Service Delivery & Experiences

- The Link Between EX & CX
- Experiential CX
- Excellent Service Delivery

- Design, Deliver, Delight – Streamlining CX Operations and Workflows to Deliver Exceptional, Seamless Experiences that Matter
- Orchestrating Effective Customer Success Teams by Listening to your Customers
- Understanding the True Voice of your Customers – and Employees – for Exceptional Experiences

HARD-HITTING MASTERCLASS YOU CANNOT AFFORD TO MISS



EXCITING ANALYST PANELS OUR CX LEADERS WILL BE DISCUSSING:

GOVERNMENT THOUGHT SESSION BALANCING CONVENIENCE & PRIVACY: BUILDING TRUST THROUGH PERSONALISED CITIZEN ENGAGEMENT ON SERVICE DELIVERY PLATFORMS

This session explores the exciting potential of personalized citizen engagement on government platforms and the future of citizen engagement in Nigeria. The speakers will discuss how government agencies balance convenience and privacy to build trust with taxpayers. He will delve into the "Goldilocks Zone" of personalization, ensuring a seamless user experience while respecting data privacy.

DESIGN, DELIVER, DELIGHT – STREAMLINING CX OPERATIONS AND WORKFLOWS TO DELIVER EXCEPTIONAL, SEAMLESS EXPERIENCES THAT MATTER

CX can be influenced at every touch-point, and it is imperative business leaders ensure CX operations are seamless, integrated and streamlined from end-to-end. During this session, our leaders discuss how CX strategies should be designed with the customer in mind, to deliver quality experiences and creating delightful moments that matter to your customers.

DRIVING HOLISTIC CX TRANSFORMATION AND VALUE WITH REAL-TIME INSIGHTS AND FEEDBACK

CX leaders discuss turning insights into actions, transforming data into gold-dust – all for the purpose of understanding your customer's end-to-end needs. These real-time insights empower CX and service teams to respond to customers' demands when they need it, in their channel of choice!

BETTER TOGETHER: CX + DIGITAL + MARKETING

For one "boundless experience" strategy to succeed, three critical disciplines must converge in perfect unison to deliver that singular business strategy. Success will spur growth; failure will portend irrelevance in a rapidly evolving, hyper-competitive market. In this session, you will:

- Learn how alignment affects performance and revenue growth.
- Get a clear idea of what successful alignment looks like.
- Hear from business leaders about what worked (and what did not).

HARD-HITTING WORKSHOPS YOU CANNOT AFFORD TO MISS

EXCITING WORKSHOPS OUR SENIOR CX LEADERS WILL BE DISCUSSING:

DOING MORE WITH LESS; FOSTERING CUSTOMER LOYALTY AND OPTIMISING CX STRATEGIES

Changing regulations in response to evolving global situations has an immense effect on customers' buying patterns, journeys, demands, and needs. Customers now embrace choice, and they want to minimize their effort. For the customer, it is about having personalized experiences that matter. For the business, it is about maximizing the value of each customer. Coupled with The Great Resignation and The Great Reshuffle of manpower, what does this mean for your CX strategies and teams?

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