

Meet the Analysts

Conference Chair
Kensuke Kawabe
Research Director



- Customer Relationship Management and Customer Experience
- Marketing Data and Analytics
- Customer Experience Strategy and Design
- Building Customer-Centric Culture
- Digital Commerce Technologies

Gene Alvarez
Managing VP



- Customer Relationship Management and Customer Experience
- Digital Commerce Technologies

Ambassador
Sandy Shen
Research Director



- Digital Commerce Technologies
- Customer Relationship Management and Customer Experience
- Market & Competitive Intelligence Management
- New Market Opportunities
- Artificial Intelligence

Ed Thompson
VP Distinguished Analyst



- Customer Relationship Management and Customer Experience
- Customer Experience Strategy and Design

Hideaki Horiuchi
Managing VP



- Data and Analytics Leadership
- Data and Analytics Programs
- Data Management Strategies

Magnus Revang
Research Director



- Mobile Application Strategies
- Artificial Intelligence
- Modernizing Application Development
- Customer Relationship Management and Customer Experience
- Digital Workplace Program

Michael Maoz
VP Distinguished Analyst



- Customer Relationship Management and Customer Experience
- Customer Service Applications
- Artificial Intelligence
- Developing the Future of IT Leadership
- Go-to-Market Planning

Gareth Herschel
Research Director



- Analytics and BI Strategies
- Customer Relationship Management and Customer Experience
- Data and Analytics Programs
- Data and Analytics Leadership
- Analytics Applications

Tad Travis
Research Director



- Customer Relationship Management and Customer Experience
- All Sales Applications (Sales Performance Management, Salesforce Automation, Sales Enablement, Sales Effectiveness, and Training)

Additional Agenda Highlight

Gartner Analyst One-on-One Meetings:

Sit privately for 30 minutes with a Gartner analyst specializing in a topic you'd like to discuss.



Pricing

Early Bird Price ¥99,000 + tax (Ends January 12, 2018)

Standard Price ¥110,000 + tax

Alternative Payment We accept one Gartner summit ticket or one Gartner Catalyst ticket for payment. If you are a client with questions about tickets, please contact your sales representative.

Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

Complimentary Registrations

1 for every 3 paid registrations
2 for every 5 paid registrations
3 for every 7 paid registrations

Contact Us Registration

Gartner Japan Events
Email: Japan.Events@gartner.com
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Venue

Tokyo Conference Center Shinagawa
http://www.tokyo-cc.co.jp/eng/access_shinagawa.html

Gartner Customer Experience Summit 2018

February 19-20 | Tokyo, Japan
gartner.com/jp/jcr

Customer Experience is the New Competitive Battlefield Turning Customer Experience Vision into Reality

Gartner Customer Experience Summit is the most important annual gathering of business and IT professionals focusing on customer initiatives.

Customer experience has been a top priority of CEOs, CIOs and CMOs for the past five years. Building a customer experience strategy that takes into account multiple channels, data sources and technologies is critical to turning far-out concepts into real world B2B and B2C digital business practices.

Learn how to shape the future of your customer experience strategies to drive improved customer satisfaction, loyalty, advocacy, and ultimately revenue growth.

Topics

- Develop a CX strategy to deliver sustainable competitive differentiation
- Improve your leadership skills to help drive CX improvements
- Identify metrics to measure and prove the success of CX projects
- Understand technology, business and societal trends that will impact on customer engagement
- Create seamless multichannel customer experiences to drive better engagement

Focus Areas

Core CRM solutions at all customer facing functions:

- Customer Service & Support
- Sales
- Marketing
- Digital Commerce

Cross-functional CRM solutions for better customer experience

- Voice of the Customer
- Personalization and relevant content management
- Mobile (for customers and for employees)
- Social for CRM
- MDM for Customer Data Management / Single View of the Customer
- Customer Analytics -- encompassing web, mobile, social and IoT
- Other relevant artificial intelligence enabled technologies

Who Should Attend

- Head of Customer Experience
- Chief Customer Officer
- CRM Manager
- Customer Engagement Manager
- Customer Data and Analytics Manager
- Customer Insight Manager
- IT leader supporting CX initiatives
- Customer Service & Support Manager
- Applications Manager
- Contact Center Manager
- Marketing Manager
- IT Architect



Agenda at a Glance

E English session or Japanese session with English interpretation

Monday FEBRUARY 19			
9:30-10:30	GK1. Gartner Opening Keynote: The 10 Technology Predicts That You Need to Know When Developing Your Customer Strategy Gene Alvarez		E
10:40-11:25	GU1. Guest Keynote: TBA		E
11:40-12:25	LS Luncheon Sessions		
12:45-13:30	11A. STRATEGY Customer Experience Strategy: Roadmap to Differentiation Ed Thompson	11B. RENOVATION Using AI Conversational Platforms for Customer Experience — Better, Faster and Cheaper Magnus Revang	11C. D&A Data and Analytics Organization and Leadership That Lead Digital Business Success Hideaki Horiuchi
13:45-14:30	SPS Solution Provider Sessions		
15:00-15:45	13A. D&A The CX Data and Analytics Scenario: Why Customer Analytics Should Be Your No.1 Investment in 2018 Gareth Herschel	13B. STRATEGY Prepare for the Next Generation of Customers, Today Sandy Shen	13C. RENOVATION The Third Wave of Sales Automation and the Algorithmic Future of B2B Sales Technology Tad Travis
16:00-16:30	SPS Solution Provider Sessions		
16:45-17:30	15A. RENOVATION Why Humans Will Remain at the Core of Great Customer Experience Michael Maoz	15B. STRATEGY Top Emerging Trends and Their Impact on Customer Engagement Gene Alvarez	15C. D&A Who Owns and Manages — Customer Data and Insights? Kensuke Kawabe
17:30-18:30	Networking Reception		

Tuesday FEBRUARY 20			
9:30-10:15	21A. STRATEGY The CRM Megavendors: Ecosystems and Platforms Will Shape the Future Michael Maoz	21B. RENOVATION Digital Commerce 2025: Commerce That Comes to You Gene Alvarez	21C. D&A How to Listen Better to the Voice of the Customer Ed Thompson
10:30-11:15	SPS Solution Provider Sessions		
11:30-12:15	23A. D&A Six Styles of Customer Analytics Gareth Herschel	23B. RENOVATION Thing Commerce: Expand Sales and Engage Customers Through Smart Things Sandy Shen	23C. STRATEGY Why User Experience Is Hard for IT to Deliver — And What to Do About It! Magnus Revang
12:30-13:15	LS Luncheon Sessions		
13:30-14:15	24A. RENOVATION Craft Your Next-Generation Customer Engagement Hub to Deliver a Multichannel Experience Michael Maoz	24B. STRATEGY Creating a Digital Design Capability, Organization Strategies and Tactics Magnus Revang	24C. STRATEGY What to Innovate for Japanese Sales Organizations Kensuke Kawabe Tad Travis
14:30-15:00	SPS Solution Provider Sessions		
15:30-16:15	26A. D&A Analytics for Customer Retention Gareth Herschel	26B. STRATEGY Building the Best B2B Customer Experience Program Tad Travis	26C. RENOVATION All You Need to Know About WeChat Sandy Shen
16:30-17:15	GK2. Gartner Closing Keynote: Lead Your Own Customer Experience Initiatives Kensuke Kawabe		

Agenda as of November 24, 2017 and subject to change

Gartner Keynotes



Gene Alvarez
Managing VP

GK1. Gartner Opening Keynote
The 10 Technology Predicts That You Need to Know When Developing Your Customer Strategy

2017's CRM and customer experience predictions focus on tipping points. Over the next few years, using analytics and AI to deliver greater relevancy in customer support interactions will be key to customer excellence. Data-intensive, algorithm-driven and event-driven capabilities are the future of sales technology. Most application leaders will soon be forced to invest in enforcing privacy and trust, a holistic approach to customer experience analytics, and hybrid integration capabilities. In this session, we will explain the 10 technology predicts that will bring significant impact to organizations' customer strategy.



Conference Chair
Kensuke Kawabe
Research Director

GK2. Gartner Closing Keynote
Lead Your Own Customer Experience Initiatives

This closing keynote session will run through all of our sessions, and then highlight the key takeaways and action items. The most critical one is how to demonstrate leadership for converting your business into a customer-centric one through the customer experience and related initiatives we present.

Asia-focused Special Session



Sandy Shen
Research Director

26C. **All You Need to Know About WeChat**

WeChat is the leading chat platform in China that has also found its way to other markets. WeChat has developed a range of business tools for organizations to engage customers as well as for productivity and performance improvement. Organizations interested in using social apps for innovative uses should learn what can be made possible over WeChat, and how they can leverage the expertise for other social platforms.

Agenda Tracks

STRATEGY **Customer Strategy**

This track examines how to build a customer strategy whether customers are consumers or businesses or whether delivery is direct or indirect. We will then explore how to measure, govern and architect technology to support that strategy.

D&A **Customer Data and Analytics**

Sessions in this track cover the key elements organizations need to include in their customer experience analytics strategies. Compelling customer experiences increasingly rely on data and analytics. Identifying and collecting the necessary data, interpreting it to understand customer expectations, and using it to design and deliver interactions that achieve both the customer's and organization's objectives requires increasingly sophisticated strategies and technologies.

RENOVATION **Contact Channel Renovation**

This track discusses how to improve the existing contact channels such as contact center, website, sales, social media, etc. through which the strategic CX is delivered. It is essential to drastically renovate the existing channels by making best use of the modern digital technologies from the customers' point of view, rather than to follow the traditional ideas in order to provide a 'far-out' CX that leads to differentiation.



Ed Thompson
VP Distinguished Analyst