



Keynote Abstracts

**BARTON
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Futurist. Author. Strategist. Speaker.

Digital Transformation: Driving CX Excellence

89% of executives say digitization will disrupt their business this year. Yet fewer than 1/3 believe that their digital strategy is correct, and only 21% believe the right people are setting their strategy. Why the disconnect?

Using real-time case studies from global, best-in-class companies, Barton will illustrate how these companies are using digital transformation to enhance customer experience. Hear how five components – CRM, Data & Analytics, Social Media Communities, Customer Engagement and Emerging Technologies – form an integrated framework for successful digital transformation. Learn how to assemble these components in bite-size chunks by following a roadmap that focuses on critical people and process issues, as well as technology.

Next Big Thing in Customer Engagement: Private Digital Communities

Transform the interactions between your organization and its customers into two-way conversations. Capture customers' 'social insights' to build better customer profiles. Discover the most cost-effective way to nurture leads. Using real-world case studies, futurist Barton Goldenberg explains why organizations are increasingly turning to 'private' (or 'branded') digital communities to drive long-term customer satisfaction, loyalty and advocacy through peer-to-peer exchange, best-practices discussions and customer engagement across time zones, geographies and languages. Keynote participants will learn 5 questions to ask to see how they can benefit from private communities in the areas of Customer Support, Distributor Support, 'Voice-of-the-Customer', and/or Knowledge Management.

Emerging Technologies: How AI is Impacting Customer Facing Technology

If you're responsible for marketing to and/or servicing your customers, now is the time to understand how AI will impact your company's future customer engagement efforts. Here are just three areas of focus that Barton will discuss: lead scoring, chatbots, and sales forecasting. When AI is applied to customer engagement, the possibilities are endless. AI-powered virtual assistants will automate sales and service tasks. Chatbots will help customers complete simple tasks. AI-powered content-generation tools will create one-to-one personalized marketing materials. AI will make data entry and data cleansing easier. AI-powered internal and customer training will become the norm. The list goes on.

Customer Experience: Your 5-Year Roadmap for Success

Customers have almost limitless ways to engage brands, using all kinds of devices across dozens of touchpoints in sales, marketing and customer service. Winning organizations in B2B, B2C and B2B2C industries develop ‘engaged customer’ strategies to ensure an outstanding customer experience at each touchpoint. The key is to provide exactly the right offer via the customer’s desired channel at exactly the right time. Futurist Barton Goldenberg shares his step-by-step, 5-year Customer Experience Roadmap, used successfully by world-class B2B, B2C or B2B2C organizations worldwide. Discover this comprehensive framework that leverages a solid foundation of customer data, includes listening and data analytics tools to secure ongoing customer insights, and penetrates all four customer engagement channels -- traditional media, social media, eCommerce, and Emerging Technologies -- to achieve higher customer acquisition, retention and growth.

Data Analytics: Turning Customer Data into Business Intelligence

Today, more than 11 billion connected devices are producing some 8 zettabytes of data per year. This will balloon to 80 billion devices and a staggering 180 zettabytes of data by 2025 and will continue growing exponentially from there. Companies need to learn how to harness this ‘digital firehose’ to acquire, retain and grow customer relationships in an increasingly connected and digitized world. Using real-world case studies, futurist Barton Goldenberg examines how organizations are successfully applying data analytics to both traditional and new digital media. Barton shares how B2B, B2C and B2B2C organizations like Amazon, Disney, and Verizon are ‘turning customer data into business intelligence’ to make better sales, marketing and customer-service decisions. During the keynote, participants are asked to grade each data analytics tool in terms of relevance to their business: Customer Segmentation, Master Data Management, Data Quality Management, Data Modeling, Predictive Analytics, Prescriptive Analytics, Data Warehouses, Data Lakes, ETL Tools and more.

Customer Relationship Management: CRM’s Critical Roles in Digital Transformation Initiatives

Every organization needs to gather, organize, analyze, and exploit the deluge of data coming from both traditional media and the digital firehose. Your goal is to capture and retain customers adrift in an increasingly digital sea. Learn how best-in-class B2B, B2C, and B2B2C organizations such as ExxonMobil, Amazon, Marriott, Uber, and Disney are taking an integrated approach to customer engagement. This session focuses on the drivers behind the digital deluge; components of an effective engaged customer strategy; how to gather, analyze, and derive actionable insights from offline and online customer information; and the critical role of CRM in making all this happen.