

# CX and the Disloyal Customer



## The Conference

Easy is the new loyalty. It is all about a frictionless, hassle-free customer experience and this takes precedence of old notions of customer loyalty.

The best known online players, for example Uber, Amazon or Airbnb, spend millions on ensuring that the customer experience they provide is easy and intuitive. The goal is that potential customers should not have to think when interacting with their apps or websites. They aim to offer a frictionless, hassle-free experience which is so good that customers will keep coming back and simply won't consider going to a competitor.

Of course, these examples are intermediaries but seeking a superlative customer experience is also the goal of primary product providers such as hotels and airports who have a much more complex task.

Long held notions of customer loyalty are dying out. Easy is the new loyalty and this is particularly pertinent to Generations Y and Z, our younger customers. They have not known a time before the current era of pervasive online connectivity, accessed 24/7 by mobile devices that are always to hand.

These new consumers have become accustomed to instant information and service gratification, delivered in such an intuitive way that no thought is required on their part.

The convenience of boarding passes on your mobile or smart watch are just so convenient - no hassle with paper. In hospitality, mobile check-in, fast check-out and mobile room keys are becoming increasingly common. The very latest vehicles from vehicle manufacturers such as Teslas require no so old fashioned as key. Just approach with your mobile in your pocket.

If the hypothesis is true that easy is the new loyalty then it is incumbent on us to ensure that we engineer our businesses and touchpoints so that customers have no cause for frustration. This is frictionless CX, allowing our customers to interact with our businesses in a seamless, pleasurable way.

Attend TTI's Spring Conference 2019 and hear from the experts who will provide you with their take on creating the best customer experience whether this is purely online, mobile app or web, or involves real-life person to person interaction.

### Venue:

**Holiday Inn London - Kensington Forum**  
**97 Cromwell Road, London SW7 4DN**

nearest underground: Gloucester Road

## The Speakers

Guy Stephenson, Chief Commercial Officer  
**Gatwick Airport**

Bas Lemmens, CEO  
**Meetings.com**

Sean Connell, Head of Design & UX  
**Loco2**

Richard Baker, Chief Commercial Officer  
**Inspiretec Group**

Amanda Fox, Global Head of Marketing, PR & Advertising,  
**Magnuson Hotels**

Benno Iten, Head of Sales & Marketing  
**Nezasa**

Yaroslav Kotyshov, VP Revenue Management  
**Aviasales**

Sarah Roberts, Experience Strategy Director  
 Hannah Whiteley, Principle UX Lead  
**cxpartners**

TTI wishes to extend its warm thanks to the following for sponsoring this event:



**Inspiretec**  
 Customer-first technology



### TTI Shareholders:



# CX and the Disloyal Customer



## The Agenda

**09:30 Registration and Coffee**

**10:00 Welcome & TTI Update, Tim Wright, Chairman**

### Keynote Speeches

CX (Customer Experience) and UX (User Experience) are amongst the most significant influencers in transforming the disloyal customer into one that comes back for more. This may start with your customer's first point of contact, your website, mobile site or app but it will continue through every touchpoint in the customer's interaction with your organisation. In this keynote session, you will hear from the experts who are making the CX difference.

**10:10 CX and the Disloyal Customer**  
**Sarah Roberts, Experience Strategy Director and**  
**Hannah Whiteley, Principle UX Lead, cxpartners**

**10:35 Engaging Customers**  
**Richard Baker, Chief Commercial Officer,**  
**Inspiretec Group**

**11:00 Keynote Speeches Panel Session**

**11:20 Coffee Break**

### Real Life Customer Experiences

Product providers have a far more complex job in delivering superlative CX than the intermediaries who have no actual physical product to manage. The airport CX is complex - passing customers through check-in, security, immigration, shopping, catering and boarding. It can also be beset with unplanned events such as poor weather or air traffic control issues that require on the spot management. The hotel environment is also complex as the CX encompasses research and information gathering, booking and the actual stay. Hear about real life CX from two very different sectors of travel.

**11:50 The Airport Experience**  
**Guy Stephenson, Chief Commercial Officer, Gatwick**  
**Airport**

**12:15 Enhancing the Experience**  
**Amanda Fox, Global Head of Marketing, PR &**  
**Advertising, Magnuson Hotels**

**12:40 Real Life Customer Experiences Panel Session**

**13:00 Lunch** (conference resumes at 14:00)

### Next Level UX

How do you go about creating a great user experience when the product you are selling is complex? Can this be achieved or is it a step too far? In this session, you will hear from senior executives from two businesses who have successfully taken this step, creating carefully crafted user experiences to simplify the research and selection of complex products.

**14:00 Meeting Industry's Needs**  
**Bas Lemmens, CEO, Meetings.com**

**14:20 Inspiration Meets Usability**  
**Benno Iten, Head of Sales & Marketing, Nezasa**

**14:40 Next Level UX Panel Session**

**15:00 Coffee Break**

### It's all about the UX

Digital intermediaries will tell you that getting the user experience right is crucial to achieving customer loyalty. The disloyal customer will keep returning if the UX is intuitive, easy and delivers the right information at the right time in a readily understood manner. Two businesses that have achieved this are Loco2 (rail travel) and Aviasales (flights). Hear from their senior executives about the importance of superlative UX and how they have achieved this.

**15:30 On the Right Track**  
**Sean Connell, Head of Design & UX, Loco2**

**15:50 Revolutionising Russian Travel**  
**Yaroslav Kotyshov, VP Revenue Management, Aviasales**

**16:10 It's all about the UX Panel Session**

**16:30 Chairman's Summary, Tim Wright, Chairman, TTI**

**16:45 Close**

Moderator: Paul Richer, Genesys Digital Transformation

*(TTI reserves the right to change this conference programme due to unforeseen circumstance.)*

## Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £75 + VAT)

AAC / Advantage / AITO / BETA / ETOA / GTMC / IFITT / OpenTravel / RMAPI / Tracommy members £225 + VAT

Others £325 + VAT

Register online at [Eventbrite](https://www.eventbrite.com) To contact TTI, email [admin@tti.org](mailto:admin@tti.org) or call 0330 1595030