



Wednesday, 9 August 2017

**Customer Service Institute of Australia announces partnership
with Corinium's Chief Customer Officer Forum, Sydney
*November 1-2, 2017***

The Customer Service Institute of Australia (CSIA) is proud to announce that it is an official partner of the 2nd Annual Chief Customer Officer Forum, taking place at the Swissotel in Sydney on November 1-2, 2017.

This year's event brings bright ideas, thought-provoking leaders and breakthrough technology together in a fun-packed event designed to accelerate your next CX project.

More than 60 leading customer experience thought leaders, including CSIA CEO Anouche Newman, will share their insights into the emerging C-Suite and the strategic importance of a Chief Customer Officer. Will this role be the ultimate disruptor in C-Suite dynamics and operational excellence? See how organisations are aligning business objectives to strategic customer initiatives.

Anouche will co-chair a discussion group on customer experience and governance on day two of the conference, touching on optimising CX by establishing CX ownership within the organisation, rebranding customer service vs eliminating the root cause of experience failure, and avoiding the pitfalls of a disjointed experience by increasing the capacity and authority of the CX team. Be sure to book your spot!

The 2nd Annual Chief Customer Officer Forum will give attendees the opportunity to hear more than 15 different industry case studies and take part in panel discussions and masterclasses that focus on harnessing the voice of the customer, managing brand experience, and everything in between.

Members of the CSIA community are being offered a 15% discount to attend this exclusive networking experience. Simply enter discount code CCOCSIA when registering online and take advantage of early bird prices before August 18 to save \$300!

Key themes:

- **CX DESIGN:** What can you learn from customers during the early buying phase so that they stay with you
- **CONTACT CENTRES:** Harnessing the voice of the customer
- **DIGITAL:** Managing the brand experience. Why cross channel interaction must be different for new and existing customers
- **AI:** CX, speed of maturity and the reality of AI, chatbots and everything in between
- **CUSTOMER VALUE PROPOSITION:** What equals value in CX terms?



Agenda at a glance:

- 50+ SPEAKERS, including CSIA CEO Anouche Newman
- SPEED NETWORKING
- CEO KEYNOTE
- CCO & CMO THINK TANKS
- 9 CCO TOP 10 TIPS ROUNDTABLES
- 15 INDUSTRY CASE STUDIES
- FLASH TALKS
- TECHNOLOGY INNOVATION SPOTLIGHT
- PSYCHOLOGY & CONSUMER NEUROSCIENCE
- 3 DEDICATED STRATEGY, ALIGNMENT & GOVERNANCE TRACKS
- PANEL DISCUSSIONS
- MASTERCLASSES

EVENT DETAILS

Event: Chief Customer Officer Forum- Sydney

Date: November 1-2, 2017

Location: Swissotel Sydney, 68 Market Street, Sydney

Website: www.chiefcustomerofficersydney.com

CSIA discount: <http://www.chiefcustomerofficersydney.com/csia-discount-offer/> and add discount code CCOCSIA when registering

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About Customer Service Institute Australia

Founded in 1997, [Customer Service Institute of Australia](http://www.csia.com.au) is the country's leading independent customer service organisation. CSIA believes that great customer experience is fundamental to every business, and supports organisations and individuals with best-practice know-how, international recognition and practical support. The CSIA is committed to helping organisations and individuals see the world through a customer lens. For more information or enquiries, visit www.csia.com.au. Follow us on Twitter @CSIA_AUS and Instagram @CSIAAUS.