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RETAIL

These customer experience experts want to share their secrets with you

September 5, 2019

Keeping the customer happy is the hallmark of effective customer experience, as speakers at Luxury Daily's LuxeCX conference will explain. Image credit: Customer Experience Group

By STAFF REPORTS

Please click here to register for the LuxeCX: Customer Experience in Luxury conference in New York on Wednesday, Sept. 25. Limited seats

Join senior executives at the inaugural LuxeCX: Customer Experience in Luxury conference, an event hosted Wednesday, Sept. 25 by *Luxury Daily* that is focused on the critical role of customer experience in the luxury business.

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Why attend? Customers and prospects now routinely rank CX as one of the top reasons to do business with the brand. Given these heightened expectations of customer experience not to be confused with customer service, which is but one component of it what should marketers do?

That is the focus of LuxeCX, a new conference from *Luxury Daily* and sister brand *American Marketer* that will feature research on CX, ownership to rental and participation models, role of data, artificial intelligence and technology, CX design online and in-store, the battle between personalization and privacy, attributing and measuring CX, customer experience in a world of screen and voice search, and brand case studies.

Speakers at the daylong event include senior executives at Apple, Piaget, Forrester Research, InterContinental Hotels' parent IHG, Ritz-Carlton Leadership Center, Christie's, South Coast Plaza, UBS, Taj Hotels' The Pierre, IBM, Pernod Ricard, Magellan Jets, Gaggenau, Altiant, Shanker Inc., Customer Experience Group and the Luxury Institute.

Venue: UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019. Venue courtesy UBS.

Price of the conference is only $795 and includes breakfast, lunch and snacks throughout, with plenty of networking opportunities. Please email ads@napean.com for the lunch sponsorship.

Agenda is below.

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Wednesday, Sept. 25. Limited seats

AGENDA

LuxeCX: Customer Experience in Luxury

A *Luxury Daily* event focused on the critical role of customer experience in the luxury business

Date: Wednesday, Sept. 25, 2019

Venue: UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019

7:30 a.m. 8 a.m.

Breakfast and Registration

8 a.m. 8:15 a.m.

Welcome Address

Customer Experience is Differentiator in Sea of Sameness

Speakers:

Mickey Alam Khan, editor in chief, *Luxury Daily*

Seth Rutman, vice president for wealth management, JPR Group, UBS International

8:15 a.m. 9 a.m.

Opening Keynote

Unlocking the Power of Experience Excellence

More brands than ever are striving for better customer experience to improve or even just maintain loyalty. Customer expectations also seem to keep rising, making it an ever more daunting challenge to improve CX enough. Does better CX really drive loyalty? And do customers really expect more than they did in the past? Yes and yes. But how can brands shape experiences, since by their nature, the quality of an experience is in the eye of the beholder? And how do brands that are CX leaders manage to deliver great experiences? What is the role of emotion and storytelling in the quality of experiences, especially for luxury brands? And what specific competencies and concrete actions are required to create the right experiences reliably?

Speaker: David Truog, vice president and research director for CX/UX, Forrester

9 a.m. 9:45 a.m.

How and Why Customer Experience Needs to Change in the Digital Era

Many retailers' customer experience strategies are no longer as relevant. Clients are changing faster than retailers, brands and associates can keep up. What is missing from many retailers' approach is how to establish an emotional connection with clients. At the heart of the most successful companies are the customer service values that originated with the founder. What does it take for luxury retailers to create a successful customer service experience that can be scaled and is sustainable?

- What luxury retailers need to know about how high net-worth clients are changing
- Why successful client experiences need to be based on company values, not only standards
- How sellers can make an emotional connection with today's high net-worth clients
- What does it take to create authentic client relationships?
- How technology can help or hurt
- What is the unique role of boutique manager in the success of client experience?

Speakers:

Missy Pool, head of flagship retail, Apple's Madison Avenue store

Yvonne Lynam, president for the Americas, Piaget

Moderator: Martin Shanker, CEO, Shanker Inc.

9:45 a.m. 10 a.m.

Networking Break

10 a.m. 10:30 a.m.

How to Drive a Successful Customer Experience Transformation

The importance of emotions in delivering a good customer experience cannot be underestimated. Defining the emotional intention is key, as are looking at key performance indicators (KPIs) and measuring what matters.

Speaker: Christophe Cas, CEO, Customer Experience Group

10:30 a.m. 11 a.m.

Delivering a Luxury Experience Driven by Data

Intelligent use of data, artificial intelligence and design can uplift the brand's online and in-store experience for customers and prospects. Case studies to prove that include smart ecommerce, re-inventing customer experience and digital real-time marketing for Bulgari and driving digital strategy, usability analytics and search engine optimization for Tiffany & Co.

Speaker: Elizabeth Kiehner, IBM Apex global Leader/IBM design principal

11 a.m. 11:30 a.m.

Harmonizing the Customer Experience with the Human Connection

Brands should now prioritize investments that capitalize on the resurgence of human connection to resonate with current and new consumers. How to build authentic relationships, stimulate community connections and create moments of immediate value for consumers all of which drive competitive advantage for The Ritz-Carlton hotel brand?

Speaker: Antonia Hock, global head, The Ritz-Carlton Leadership Center

11:30 a.m. 12:15 p.m.

Fireside Chats

Wealth Management: What Customer Service Means to Millennials

The extensive comfort with technology and its use in self-education makes millennials as a generation a most self-directed group. In the context of affluent millennials on their path to wealth generation, how should financial brands create a need indeed, a trustworthy environment for financial advice and guidance? What does this group desire in terms of customer service and customer experience? How is the role of the financial advisor changing?

Speaker: Marielle Schurig, vice president for wealth management, UBS Financial Services

From B to C to Me to B: Optimization of Privacy and Personalization

Customers desire deep personalized experiences but feel creeped-out when marketers know everything about them, intercepting at every online and offline channel touch point to seek their attention. All-extracting technology and AI bring out fears of a dystopian future, but what is the line they should not cross? Also, critical innovations are beginning to emerge, and merge, that will put consumers and their respective trusted expert advisors back in the driver's seat of commerce. Brands beware: the future is full of paradox.

Speaker: Milton Pedraza, CEO, Luxury Institute

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*

12:15 p.m. 1 p.m.

Networking Lunch

1 p.m. 1:30 p.m.

Anatomy of a Record-Setting Exhibition: The Maharajas & Mughal Magnificence Auction

Christie's realized a record $109.3 million for its late spring "Maharajas & Mughal Magnificence" auction in New York. How did the auction house generate global interest in Indian imperial and royal jewelry, arms, paintings and objects? From the marketing and traveling exhibitions of the nearly 400 lots to enlisting influencers and PR and masterful auctioneering in the sale room, the auction primed the target audiences to deliver an outstanding customer experience that culminated in a marathon 12-hour session with bids from in-person attendees and via online and phone. Ninety-three percent of the lots sold by quantity and 92 percent by value all a testament to diligent preparation months ahead of the auction.

Speakers: Amy Wexler, chief marketing officer, Christie's

In conversation with Christie's jewelry specialist

1:30 p.m. 2 p.m.

Re-Imagining Customer Experience for Hospitality

A deep dive into how InterContinental Hotels & Resorts parent IHG transformed its luxury portfolio and drove a 360-degree approach to customer experience within those brands. Bonus: a behind-the-scenes look at IHG's recent acquisition of Regent Hotels & Resorts and a view to the brand's completely re-imagined customer experience. How do luxury guest insights drive this transformation including new design, brand hallmarks, visual identity and service? Additionally, how does InterContinental continue to gain accolades in customer experience rankings worldwide? From high-tech to high-touch, deep organizational structure and obsession with customer experience matter.

Speaker: Ginger Taggart, vice president of global marketing for the luxury portfolio, IHG

2 p.m. 2:30 p.m.

New Models: From One-Time Ownership to Subscriptions and Rentals

Get used to this concept: experiencing ownership. Wealth is commonly defined as the accumulation of valuable resources and intangible assets such as money, properties and goods. The concept of ownership, once at the center point of luxury consumption, has evolved from owning luxury to experiencing luxury ownership. Consignment stores, rental or subscription models are not completely new but their sharp rise supported by technology is highlighting some key questions around this phenomenon once seen by luxury houses as weakening their brand value and fueling the counterfeit market. What are the key drivers and the underlying motivations? Does this translate into a desire to make luxury affordable or planet-friendly? Is there a lack of commitment from the new wealthy generation? What are the perceptional and attitudinal differences between the United States, United Kingdom and France toward rental and owned goods, fractional ownership beyond villas and real estate, and the rise and appeal of subscription boxes and services?

Speakers:

Chris Wisson, knowledge director, Altiant

Meryam Schneider, vice president marketing and partnerships, Altiant

2:30 p.m. 3 p.m.

Fireside chats

Transforming the Customer Experience Means Transforming the Sales and Support Teams
Brands and their marketing teams often drive customer experience transformation initiatives. But how to ensure that the customer-facing teams are delivering the same transformed experience that was envisioned? The need is to create a parallel, holistic training program that helps associates not only understand the product and brand promise, but immerses them in the luxury customer experience. This is often overlooked. Without it, however, any true customer experience transformation is doomed to fail.

Speaker: Victoria Macdonald, senior product trainer, Gaggenau

Transforming the Sip to an Experience
Wine and spirits are often in the background of an experience. The challenge is bringing those brands to the forefront, creating memorable impressions for even the most jaded high-net-worth consumers. How to give clients and consumers an opportunity to engage with each other and Pernod Ricard brands in an organic setting to create

lifelong affinity?

Speaker: Kate Zaman, director of prestige new business development, Pernod Ricard USA

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*

3 p.m. 3:30 p.m.

Networking Break

3:30 p.m. 4 p.m.

Focusing on the Relationship, Not the Transaction

When cost is not the main motivation in the decision-making process for today's luxury consumer, how do luxury brands differentiate themselves from the competition and maintain customer loyalty? Some of the most discerning customers today are those using private jets as their primary source for travel, and attracting these savvy flyers can be difficult and expensive. More difficult than attracting them to use the product for the first time is earning their loyalty so that they become frequent users and brand ambassadors amongst their very influential and powerful networks. It is key to focus on a purely private experience that is personalized specifically to the passengers on each on every flight. Understanding a client's needs and expectations, and creating a curated experience without the client needing to ask, truly creates the feeling the passengers are right home on every flight. Focusing on the relationship with clients rather than the transaction has been a key recipe to high retention rates and decreased client acquisition costs.

Speaker: Anthony Tivnan, president/co-owner, Magellan Jets

4 p.m. 4:30 p.m.

Turning Shopping Into the Ultimate Customer Experience

South Coast Plaza in Costa Mesa, CA, is a global shopping destination with more than 250 boutiques, critically acclaimed restaurants, the Westin South Coast Plaza Hotel and the celebrated Segerstrom Center for the Arts all within a sparkling retail environment. As more retail transactions move online and to mobile, South Coast Plaza is proof that bricks-and-mortar retail can be a transformative experience for shoppers who seek emotional and joyous affirmation while making purchases that elevate their daily lives. How does this shopping center succeed in delivering deliberative and responsive customer experience to shoppers who want for nothing and yet come back for more?

Speaker: Debra Gunn Downing, executive director for marketing, South Coast Plaza

4:30 p.m. 5 p.m.

Customer Experience Begins in the First 30 Seconds

Karl Lagerfeld used to measure distance in New York by how far everything was from The Pierre hotel. Yves St Laurent made The Pierre his home, as did Coco Chanel, Elizabeth Taylor and Eddie Fisher. Valentino made The Pierre the center of the fashion world. What was the draw? Originally founded more than 85 years ago as a "majestic monument to simplicity, beauty and refinement," The Pierre still carries its glamour and grandeur like no other hotel can. Understanding how to continuously create an unforgettable experience for a highly discerning customer is what helps The Pierre command the trust, respect and loyalty of residents, guests and the trade. At the Taj Hotels-owned Pierre, the customer experience begins in the first 30 seconds they enter the lobby. The art is in understanding how guests from all over the world define the ultimate customer experience. The Pierre defines best practice measured against unique key performance indicators.

Speaker: Franois-Olivier Luiggi, general manager, The Pierre

5 p.m. 5:15 p.m.

3 Next Steps for LuxeCX Attendees

You have heard the experts. What to do next? How to make these ideas actionable?

Speaker: Mickey Alam Khan, editor in chief, *Luxury Daily*

Conference wraps

Luxury Daily reserves the right to alter the agenda or change the venue. Refunds will not be given after 12.01 a.m. on

Monday, Sept. 23, 2019

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Hotels in the Midtown Manhattan neighborhood:

Mandarin Oriental New York

80 Columbus Park at 60th Street, New York, NY 10023; tel: 212-805-8800

Please click here for the Web site

Trump Hotel Central Park

One Central Park West, New York, NY, 10023; tel: 212-299-1000

Please click here for the Web site

Hudson New York

356 W 58th Street, New York, NY 10019; tel: 212-554-6000

Please click here for the Web site

JW Marriott Essex House New York

160 Central Park South, New York, NY 10019; tel: 212-247-0300

Please click here for the Web site

The Hilton New York

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1535 Broadway, New York, NY 10036; tel: 212-398-1900

Please click here for the Web site

Sheraton Times Square

811 Seventh Avenue, New York, NY 10019; tel: 212-581-1000

Please click here for the Web site

The Pierre
2 East 61st Street, New York, NY 10065

Please click here for the Web site

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