

Craft Your Own CX Strategy to Become a Company of Customers' Choice

As the digital technologies evolve, it is becoming challenging to survive because customers' behaviors are being diversified and complicated. Creating and delivering compelling customer experiences for each of the customers is the key differentiator to be selected at their own will.

Gartner Customer Experience & Technologies Summit 2019 focuses on the following three topics to support your CX strategy to realize sustainable business growth.

- Customer Experience Strategy Based on Customer Centric Culture for the Next Generation
- Customer Data and Analytics for Sophisticated CX
- CX Solutions to Support Customer Engagement on Every Touchpoint

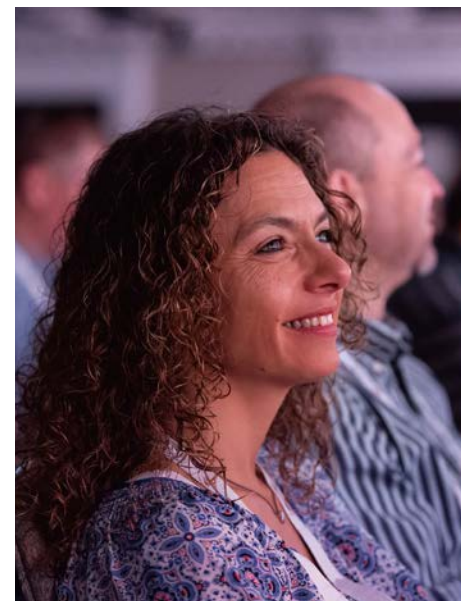
Through this Summit, we strongly recommend to incorporate the CX strategy in your business & marketing strategies.

Who should attend

- Head of Customer Experience (CX)
- CCO/CMO/CRM Manager
- Head of Corporate Planning, Sales Planning and Customer Services
- Digital Business Leader
- Manager of Customer Data Management and Analytics
- Manager of Customer Insight
- Manager of Marketing, Digital Commerce, Sales, Customer Services, or PR/Advertising
- IT Leader or IT Architect Supporting CX Initiatives

Topics

- Develop a CX strategy to deliver sustainable, competitive, and differentiated experiences
- What is the marketing mind required to be a customer-centric enterprise?
- Master leadership skills to overcome organizational issues and improve CX by driving customer-centric approaches
- Identify metrics to measure and prove the success of CX projects
- Introduce emerging technologies such as AI that impact significantly on every customer touchpoint
- Customer analytics to nurture and leverage customer insights
- Culture transformation to become a customer-centric enterprise



Registration

Register by Email: japan.events@gartner.com

Gartner Japan Events Email: japan.events@gartner.com Phone: +81-3-6430-1810

Gartner Customer Experience & Technologies Summit

February 19-20, 2019 | Tokyo, Japan
gartner.com/jp/jcr

Meet the experts

Kensuke Kawabe

Sr Director, Analyst



- Customer Relationship Management and Customer Experience
- Digital Commerce Technologies
- Building and Expanding a Digital Business
- Leading and Managing Customer Experience
- Multichannel Marketing

Gene Alvarez

Managing Vice President



- Customer Relationship Management and Customer Experience
- Digital Commerce Technologies
- Digital Commerce/E-Commerce and CRM Vision and Strategy

Gareth Herschel

VP, Analyst



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

Olive Huang

VP, Analyst



- Customer Relationship Management and Customer Experience
- Customer services and support, contact centers, mobile customer services, customer engagement hub, and CRM
- Customer Experience strategy and best practices in the Asia/Pacific region

Hideaki Horiuchi

Managing Vice President



- Japan BI software market trends
- Organization and leadership to drive BI and analytics
- Creating a business intelligence strategy

Tatsuya Ichishi

Sr Principal, Analyst



- How to integrate data and which tools, vendors, architectures, best practices is applicable
- Building an information management strategy, including big data and IoT
- Data Management Strategies

Brian Patrick Manusama

Sr Director, Analyst



- Customer Relationship Management and Customer Experience
- Artificial Intelligence
- Customer Engagement Center
- Developing a customer self-service strategy
- Chatbot and Virtual Assistant

Gene Phifer

Distinguished VP, Analyst



- Customer Relationship Management and Customer Experience
- Application Leaders
- Digital Workplace Program
- Mobile Application Strategies
- Cloud Computing

Ed Thompson

Distinguished VP, Analyst



- Customer Relationship Management and Customer Experience
- Customer Experience Design and Execution

Tad Travis

Sr Director, Analyst



- Customer Relationship Management and Customer Experience
- CRM/SFA/SPM
- Sales Enablement/Sales Effectiveness

Summit venue



Tokyo Conference Center Shinagawa

<https://www.tokyo-cc.co.jp/eng/shinagawa/>

Conference fee

Standard Price JPY117,000 + tax

Gartner conference tickets



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.

Registration

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Book your Gartner one-on-one meeting:

Year on year, attendees tell us that one of the biggest benefits of attending this event is direct access to unbiased Gartner expertise - something you will not find anywhere else.

Gartner Customer Experience & Technologies Summit

February 19-20, 2019 | Tokyo, Japan
gartner.com/jp/jcr

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Agenda correct as of **January 11, 2019** and subject to change

Agenda at a Glance

Tuesday February 19

9:15 - 10:15		GK1 Gartner Opening Keynote: Three Bold Strategies for Customer Experience Victory Ed Thompson/Gene Alvarez/Kensuke Kawabe
10:30 - 11:15		GU1 Guest Keynote: Enable Marketing to Lead Business to Success Tsuyoshi Morioka, President and CEO, Katana Inc.
11:30 - 12:15		Luncheon Sessions
12:30 - 13:15		11A The 10 Habits of Customer-Centric Organizations in the Age of Digital Business Olive Huang
		11B Top Trends in Analytics That Will Change Your Business Gareth Herschel
		11C 2019 Gartner Top 10 Technology Predictions for CRM and Customer Experience Gene Alvarez
13:30 - 14:15		Solution Provider Sessions
15:00 - 15:45		13A Customer Engagement Silos Kill Customer Experience; Here's How to Bridge Them Gene Phifer
		13B Leverage the AI Capabilities in CRM Brian Patrick Manusama
		13C Artificial Intelligence Sales Technology Transforms B2B Selling Tad Travis
14:25 - 15:55		CXLC1 Workshop: Creating a Customer Experience Visions Ed Thompson * CXLC members only
16:00 - 16:30		Solution Provider Sessions
16:45 - 17:30		15A Digital Commerce in a Customer Experience Economy Gene Alvarez
		15B Who should do and how to do customer driven data utilization Tatsuya Ichishi
		15C Understand Your CRM Technology Options - An Update on The Market, Megavendors, Ecosystems, and Platforms Olive Huang
		15ASK Ask the Analyst: How Chatbots Provide Real Value for Your Customers and Your Organization Brian Patrick Manusama
17:30-18:30		Networking Reception

Wednesday February 20

Japanese only

9:15 - 10:15		GU2 Panel Discussion: Tell Us Your Approaches to Customer-Centric Digital Transformation Panelists: Aiko Suzuki, Kao Corporation Ryota Okada, JCB Co., Ltd. Tetsuya Maeda, Tower Records Japan Inc.
10:30 - 11:15		Solution Provider Sessions
11:30 - 12:15		22A How to Measure and Build the Business Case for Customer Experience Ed Thompson
		22B Analytics Best Practices to Improve Customer Retention Gareth Herschel
		22C Architect a Next-Generation Customer Engagement Hub to Transform Your Customer Experience Olive Huang
12:30 - 13:15		Luncheon Sessions
13:30 - 14:15		23A Applying Digital Transformation Objectives to B2B Human-to-Human CX Processes Tad Travis
		23B How to Build a Voice-of-the-Customer Strategy to Achieve Your Customer Experience Goals Ed Thompson
		23C Establishing Your Digital Experience Platform Gene Phifer
14:30 - 15:15		Solution Provider Sessions
16:00 - 16:45		25A Use Design Thinking to Integrate Customer Experience Into Your Digital Platforms Gene Phifer
		25B How Complexity Becomes Your Competitive Advantage Gareth Herschel
		25C Why Humans Will Remain at the Core of Great Customer Experience Brian Patrick Manusama
15:25 - 16:55		CXLC2 Workshop: Find out the data and analytics roles that need to be strengthened for better CX Hideaki Horiuchi * CXLC members only
17:00 - 17:30		Solution Provider Sessions
17:45 - 18:30		GK2 Closing Keynote: You Can't Miss What You Can Do Now for Your Customers Kensuke Kawabe

Agenda key

Tracks

- Customer Experience Strategy Based on Customer Centric Culture for the Next Generation
- Customer Data and Analytics for Sophisticated CX
- CX Solutions to Support Customer Engagement on Every Touchpoint
- CX Leadership Circle
*Exclusively available to CXO, CDOs and CMOs. Pre-registration is required.

Session types

	Keynote
	Panel Discussion
	Workshop
	Ask the Analyst
	Luncheon Session
	Solution Provider Session

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