

CUSTOMER EXPERIENCE MASTERCLASS *FINANCIAL SERVICES*

Join Visa Europe, HSBC, Bupa, Ageas, Direct Line Group, ACE Insurance, Henderson Global Investors, Denplan and many more already confirmed.

EVENT DETAILS:

Date: **Friday 30th Oct 2015**
Time: **10.30am – 2.30pm**
Venue: **Association of British Insurers, Gresham St, London, EC2V 7HQ**

[RSVP](#)

[I would like to attend this event](#)

WHAT YOU WILL LEARN ON THE DAY

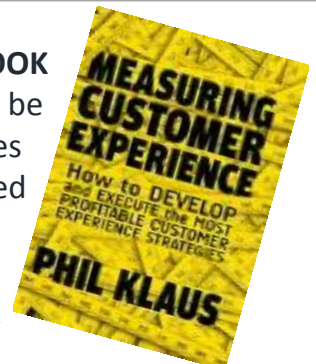
- ✓ **How to measure customer experience profitability** - Professor Dr Phil Klaus (Visiting Professorships and Author Measuring Customer Experience) - from his global study shares what really works in CX
- ✓ **Practical examples of CX working** – FS brands share examples that have worked in their business to drive profits
- ✓ **How to get ahead of others in today's FS CX** - A panel of experienced judges in Customer Performance awards discuss 'best in class' trends
- ✓ **What great looks like and how to deliver it** - Lexden's MD Christopher Brooks will share the secrets of financial services vanguards
- ✓ **Lunch** included

KEYNOTE SPEAKER:



Dr Philipp 'Phil' Klaus is Professor of CX and Marketing Strategy. Phil holds multiple professorships around the globe. His award-winning research has appeared in numerous books, and a wide range of managerial and academic journals. His areas of expertise include customer experience

WIN PHIL'S BOOK
Plus there will be several chances to **WIN** a signed copy of Phil's Amazon business book best seller!



Lexdengroup.com | [@lexdengroup.com](https://twitter.com/lexdengroup)

EXTRA: Please pass this invitation to colleagues if you feel they would benefit from attending too