

# CUSTOMER PERSPECTIVE – AN IPSOS PODCAST

From Customer Experience and Channel Performance

Season 1 – 17<sup>th</sup> April+



Ep.	Title	Topic	Guest speaker(s)
1	CX Programmes during C-19	Addressing some of those tough questions we're hearing from our clients around the world	Ben Llewellyn (CX)
2	All about Channel Performance	Getting to grips with Channel Performance	Craig Bradley, Becky Harris (CHP)
3	Lessons from Leading Players	Best practice measures taken by organisations around the world	Nico Fritis (CX/CHP)
4	CX Forces – the science of strong relationships	Strengthening customer relationships in challenging times	JF Damais (CX)
5	Focus on Retail/Social Distancing Live Occupancy Counter	Impact of pandemic on retail traffic and consumer behaviours ... challenges retailers addressing to help comply with government social distancing guidelines	Peter Luff, Tim Dennison, Anna Hatfield-Shaw (CHP)
6	Customer Journey Mapping	Customer journey mapping and the impact this can have on organisations	Helen Bywater-Smith (CX)
7	Reopen with Confidence: Ensuring consumers feel safe	Which health and safety policies build consumer confidence	Nick Mercurio (CHP)
8	View from the top	Taking a 'look around the corner' and what this means for clients and Ipsos	Ralf Ganzenmueller (CX/CHP)
9	CX across Hong Kong, Canada, and UK	'Compare and contrast' – UK, Canada, Hong Kong	Jamie Thorpe, Lesley Haibach, Richard Korn (CX)
10	Latest from APAC	View from APAC plus role of Mystery Shopping and VoC in CX measurement ecosystem	Stephane Sanchez (CX/CHP)



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11	Demystifying Behavioural Science	Getting to grips with BehSci and its role in CX/ChP	Colin Strong, Tamara Ansons (BehSci)
12	B2B CX Best Practice	Best practice B2B CX measurement and management	Matthew Chatterton (CX)
13	Taking Mystery Shopping to the Next Level	Addressing strategic as well as tactical decision-making needs, via hybrid approaches	Reena Roy (CHP)
14	Talking CX Tech	Factors to take into account when choosing the right platform, beyond the tech, and where CX tech is heading	Sven Heine, Dan Zuckerman (CX)
15	Mystery Shopping the Digital Channel	Evaluating and improving the performance of the digital channel, as well as the practical considerations	Darren Burgess (CHP)



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Season 2 – opened up to external guests, and now Spanish version



Ep.	Title	Topic	Guest speaker(s)
1	Hear from <a href="#">Matt Cahill, Senior Director, Consumer Insights Activation at McDonald's</a>	How McDonald's is responding to today's and tomorrow's challenges, the role of research in making business decisions, achieving best in class CX, and how to drive desired customer behaviours	McDonald's, Reena Roy (CHP)
2	Delivering a Return on CX Investment (ROCXI)	The practical steps involved in financial linkage modelling	JF Damais (CX)
3	Hear from <a href="#">John Walker, Head of Customer Insights at Maersk</a>	Differences, and parallels, between B2B and B2C CX, how CX is evolving and the 'next challenges' for CX professionals, advice to those new to CX/wanting fresh thinking	Maersk, Jamie Thorpe (CX)
4	When Difference doesn't mean Different: Understanding cultural bias in global CX programmes	Impact of cultural bias on response – and what to do about it, to ensure the right actions are taken	Fiona Moss, Bharath Vijayendra (CX)
5	Hear from <a href="#">Leigh Hopwood, CEO of CCMA (Contact Centre Management Association)</a>	Contact centre trends	CCMA, Andy Firth (ChP)
6	Hear from <a href="#">Sofía Suárez, Shopper &amp; Category Leadership Senior Manager at Nestlé Mexico</a>	Changing shopper behaviours, how Nestlé is responding, expectations of partners, and future trends	Nestlé, Luis Brizuela (CHP)
7	Hear from <a href="#">Keith Gait, Customer Service Director at Stagecoach Bus</a>	Driving a shift in focus across the organisation – from bus-centric to passenger-centric, and achieving CX culture transformation at the front line	Stagecoach, Lorraine Rough (CX)



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## Season 2



Ep.	Title	Topic	Guest speaker(s)
8	Hear from Virginia Wigley, Manager <a href="#">Insights &amp; CX Design at Trustpower, New Zealand</a> .	Virginia shares Trustpower's CX story – their goals, challenges, successes, and key learnings, especially relevant for those of you who are embarking on a new Voice of the Customer programme, or 'refreshing' your existing one to ensure it's continuing to drive the right actions in these challenging times	Trustpower, Lance Webb (CX)
9	Hear from <a href="#">Kate Fannin at Estée Lauder Companies: 'Immerse in the Experience'</a>	Kate talks to us about creating fabulous immersive experiences for the beauty consumer – across channels, with a call out for phygital, the power of personalisation, evolving consumer and retail trends, and what the future may hold; reinventing the future of beauty	Estée Lauder, Reena Roy (CHP), Kristy Click (CO)
10	The Forces of Customer Experience in Latin America. The science of strong relationships	Building on the original Forces of CX framework, which launched earlier this year, Nico references new research conducted in seven Latin American markets: Argentina, Brazil, Chile, Colombia, Ecuador, Mexico and Peru, and demonstrates how the relative importance of the Forces in Latin America varies across markets, sectors and brands	Nico Fritis (CX/CHP)
11	Hear from <a href="#">Ayleen Kenrick at Walmart: 'Retail beyond C-19' (in Spanish)</a>	Ayleen explains the challenges Covid presented to Walmart's brick and mortar business, and the action they had to take to adjust service, product and experience, as a result of the crisis. She reflects on the effect of the acceleration of the digital transformation, and how Walmart is looking to the future as a leader in the supermarket sector	Walmart, Nico Fritis, Caro Smart (CX/CHP)
12	Hear from <a href="#">Mariano Silveyra at Mercado Libre: 'Becoming the marketplace with the best Customer Experience in Latam' (in Spanish)</a>	Mariano describes the journey Mercado Libre has taken towards becoming the major eCommerce player in the region, and the role CX plays in their strategy. As this market evolves rapidly, Mariano comments on some of the future challenges they expect to face, and how the company is preparing for them	Mercado Libre, Nico Fritis, Caro Smart (CX/CHP)

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# CUSTOMER PERSPECTIVE – AN IPSOS PODCAST

## Season 3 – great plans ...



Ep.	Title	Topic	Guest speaker(s)
1	Hear from <a href="#">Patricia Gomez at Banco de Chile: 'Adapting to a new banking experience' (in Spanish)</a>	Patricia describes how service has moved to different channels, how new segmentations are needed to understand customers, and how relationships are shifting from account management-led to involving multiple channels	Banco de Chile, Nico Fritis, Caro Smart (CX/CHP)
2	Channel Performance: Size, Measure, Drive. A 'whistle-stop tour' of Channel Performance	Craig describes how we size channel opportunities and share; measure brand promises and execution, and drive compliance and sales conversion ... to improve performance across all sales and service channels – physical, contact centre, and digital – and help deliver profitable growth	Craig Bradley (CHP)
3	CX Service Design: Designing customer experiences to drive business impact	Helen gives us the 'what, when and how' of CX Service Design, including her take on what makes for great experiences to drive that business impact – increased retention, share of spend, advocacy and operational efficiency, leading to a Return on CX Investment: ROCXI	Helen Bywater-Smith (CX)
4	Hear from <a href="#">Jo Causon, CEO of The Institute of Customer Service: 'Customer Experience driving business performance'</a>	Jo and Jamie cover a whole host of subjects dear to our CX heart, among them: the power of CX in delivering financial return, what it takes to create and execute great experiences, CX vs. brand promise, going beyond meeting functional needs to create emotional attachment, closing the loop, the digital and human angle, post lockdown, and what's next for CX	ICS, Jamie Thorpe (CX)
5	Service with a smile? Delivering customer experience in the face of mask wearing	We are joined by authors of a new Ipsos whitepaper, 'Service with a smile? Delivering customer experience in the face of mask wearing'	Jean-Francois Damais (CX), Manuel Garcia-Garcia (Neuroscience), Fiona Moss (CX)



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## Season 3



Ep.	Title	Topic	Guest speaker(s)
6	Take Mystery Shopping Results to the Next Level	How can companies best capitalise on the troves of mystery shopping performance. We are joined by the author of a recently published Ipsos paper, 'Take Mystery Shopping Results to the Next Level': Mike Murphy, VP, Client Success in our US Channel Performance business. Mike shares his take on those three factors, including that 'last mile' of turning data into a better experience for customers, and improved business results	Mike Murphy (CHP)
7	CX Measurement and Management ... nailing great!	Matthias Kraus, who leads our Customer Experience business in Germany, joined Ipsos last year. He brings with him incredible CX experience, from E.ON McKinsey, IBM ... and just in case, in the words of Shania Twain, that don't impress you much, he's an endurance athlete, into ultra-marathons, and long-distance triathlons. So when Matthias describes great CX as a <i>marathon, not a sprint</i> , we reckon he knows what he's talking about. Join us to learn more about what makes for truly great CX measurement and management	Matthias Kraus (CX)