

I CONGRESO
INTERNACIONAL
SOBRE EXPERIENCIA
DE CLIENTE



Asociación para el
Desarrollo de la
Experiencia de
Cliente

CX DAY:
CLAVES PARA LA GENERACIÓN
DE RESULTADOS

DATE: CX-DAY,
October 7th 2014, from 9:00 am to 19:30 pm
VENUE: Mutua Madrileña Auditorium. Paseo de la Castellana, 33. Madrid, Spain.

INFO AND REGISTRATION
www.asociaciondec.org
congreso@asociaciondec.org

PROGRAMME

09:00 Check in - Welcome coffee

**09:30 Welcome and Presentation
of the Association for the Development of Customer Experience (DEC)**
Jorge Martínez Arroyo. DEC Chairman,
Head of Brand Customer Experience, **Banco Santander**

10:00 The State Of Customer Experience 2014
John Paul Dalton. VP Research Director Customer Experience, **Forrester**

10:30 Measuring Customer Experience through Stories
Steven Walden. Director of Customer Experience, **Ericsson**

11:00 Coffee-break

11:30 Barriers to Customer-Centricity
Alain Thys. Managing director, **Futurelab**

12:00 Welcome to the Economy of the Experience
Juan Serrano. IESE Professor and founding partner of **Transforma**

12:30 Question-and-answer session
with John Paul Dalton, Steven Walden, Alain Thys and Juan Serrano

**13:00 DEC - BCG first report of Customer Experience Maturity in Spain:
progress and preliminary conclusions**
Víctor Sánchez Rodríguez. Senior Principal, **The Boston Consulting Group (BCG)**

13:30 Lunch: Cocktail at the Hall of the Auditorium

15:00 The "Spanish Experience"
Juan Carlos Alcaide. Managing partner of **MDS - Services Marketing**

15:30 Roundtable: Customer Experience in Spain
Taking part:
Dimitris Bountolos. VP Customer Experience, **Iberia**
Mario Taguas. Head of Retention and Customer Experience, **Mutua Madrileña**
Daniel Sánchez Blázquez. Vice Chair Client Officer, **Correos**
Moderator:
Ramón Gurriarán. Director Business Management Education, **EOI Business School**

16:15 DEC Framework: Best Practices to get the customers drift
Sofia Medem. Customer Experience Director, **Everis**

17:30 DEC Awards
Mar García. Managing Director, **Grass Roots Spain**

18:30 Closure and wine reception

Note: English-Spanish simultaneous translation will be provided in the morning session