



The Resolution Forum

www.resolutionforum.co.uk

19th March 2020

The Law Society, 113 Chancery Lane, London, WC2A 1PL

- 09.00 Doors open for refreshments & morning networking
- 09.45 Welcome & Insights from hosts, Egeria Insights
Mark Pearce, CEO of Egeria Insights
- 10.15 Behavioural Risks and the Customer Experience
Alison Mackey, Royal Bank of Scotland
- 11.00 Refreshment Break
- 11.15 Influencing Customers through Effective Communication
Mark Earls, HERD Consulting
- 12.00 Driving Continuous Improvement in Complaint Handling
Hayley Craft, Customer Relations Manager, Virgin Holidays
(Award Nominated for the UK Complaint Handling Awards 2020 in the category of Most Improved Complaint Handling - Initiative)
- 12.45 Lunch & Networking
- 13.45 Root Cause Analysis: Complaint Hot Spot Learning
Dr Alex Gillespie & Dr Tom Reader, Department of Psychological and Behavioural Science at LSE
- 14.30 New Guidance to Firms on Customer Vulnerability
Sarah McKenzie, The Financial Conduct Authority
- 15.15 Refreshment Break
- 15.30 How to Support your Staff in Dealing with Vulnerable Customers
Caroline Wells, Money Advice Trust
- 16.15 Panel Discussion
Richard Bellingham (Ofgem)
Prof. Moira Clark (The Henley Centre for Customer Management)
Helen Pettifer (Helen Pettifer Training)
- 17.00 Drinks Reception & Networking
- 18.00 Close of Forum



Insights into Consumer Complaint Trends

Mark Pearce, CEO, Egeria Insights / Resolver Group

09.45 - 10.15

With insights powered by nearly 6 million complaints on resolver.co.uk, Egeria Insights have unique and exclusive insights into consumer complaint data. Mark will be discussing emerging trends and how small shifts in performance can have huge impact both in operational performance and in customer loyalty.



Behavioural Risks and the Customer Experience

Alison Mackey, Senior Manager of Behavioural Risk, RBS

10.15 - 11.00

As a Senior Manager of Behavioural Risk at RBS, Alison's talk will answer the questions of what is behavioural risk, how is it assessed and what value does it bring to customers and key stakeholders. Her talk will outline how RBS are evolving in 2020 and how they are focusing upon customer journeys and experiences.



Influencing Customers through Effective Communication

Mark Earls, HERDmeister, HERD

11.15 - 12.00

Mark Earls is a renowned expert in marketing and communication, consulting with firms world-wide. His talk will focus on how organisations can improve techniques to influence customers through more effective communication. Whether this is before an issue has taken place, or crucially, after an issue has happened and your customers are unhappy.



Continuous Improvement in Complaint Handling

Hayley Craft, Customer Relations Manager, Virgin Holidays

12.00 - 12.45

Virgin Holidays were nominated at the UK Complaint Handling Awards 2020 in the category of Most Improved Complaint Handling Initiative. In her talk, Hayley will discuss how Virgin Holidays have applied new initiatives to improve their complaint handling procedures and to raise standards in their customer care.



Root Cause Analysis Complaint Hot Spot Learning

Dr Tom Reader & Dr Alex Gillespie,
London School of Economics

13.45 - 14.30

Dr Tom Reader and Dr Alex Gillespie are Associate Professors within the Department of Psychological

and Behavioural Science at LSE. Their work examines the relationship between organisational culture and risk management. Their study into complaints within the NHS has revealed interesting findings into the correlation between complaints and mortality rates, as well as the root cause of issues and the distribution of complaint data.



Guidance on the Treatment of Vulnerable Customers

Sarah McKenzie, Head of Consumer Strategy & Policy, The FCA

14.30 - 15.15

Following the 2019 publication of the FCA's consultation guidance for firms on the fair treatment of vulnerable customers, Sarah McKenzie, Head of Consumer Strategy & Policy, will be providing a fresh update on the consultation feedback and the latest guidance for best practice in dealing with vulnerable customers.



How to Support your Staff when Dealing with Vulnerable Customers

Caroline Wells, Vulnerability Expert, Money Advice Trust

15.30 - 16.15

Whilst organisations are increasingly taking steps to support their customers at risk of vulnerable situations, how well are they supporting their own front-line staff in dealing with issues they come into contact with on a daily basis? Caroline will be offering advice and guidance to firms on how they can best support their front-line staff.

Panel Discussion

16.15 - 17.00

Our expert panel will debate a number of crucial issues facing consumers and organisations across sectors.



Richard Bellingham
Head of Compliance,
Ofgem



Prof. Moira Clark
Henley Centre for
Customer Management



Helen Pettifer
Director,
Helen Pettifer Training

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Collectively Raising Standards in Customer Care

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Our gratitude goes out to the participating guest speakers and panellists from:

Egeria Insights

London School of Economics

HERD

Virgin Holidays

Royal Bank of Scotland

The Financial Conduct Authority

Money Advice Trust

Ofgem

The Henley Centre for Customer Management

Helen Pettifer Training

Save the Date:

Resolution Forum, 17th September 2020, London
