

ABTA's Business Resilience Webinar Series

Customer and Staff Engagement Strategies for Travel

2 December 2020

10.30 - 11.45

10:30 **Welcome from the moderator**

Eve Coburn, Head of Content – Conferences and Events, **ABTA**

10:35 **Customer service landscape**

- Update on how customer service has changed during the Coronavirus crisis
- What matters most to your customers

Jo Causon, CEO, **The Institute of Customer Service**

10:50 **Spotlight on Clarity Travel**

A fireside chat with Simon Johnson and Roxanne Owen as they discuss how Clarity Travel has adapted both customer and staff engagement during the Coronavirus crisis

- Responding to the global pandemic
- Adapting to your customers changing needs
- Staff management in a digital world

Simon Johnson, General Manager UK, **Freshworks**

Roxanne Owen, Head of Online Operations, **Clarity**

11:05 **Industry case study: how TUI engaged with staff during the Coronavirus crisis**

- Engaging and supporting staff around the world
- Embracing digital tools
- Key learnings and top tips for staff engagement in 2021

Dawn Robinson, Engagement & Internal Communications Manager, **TUI UK & Ireland**

11:15 **Industry round table: how does the industry need to adapt?**

- Have customer needs changed for good as result of pandemic?
- What key areas does the industry need to improve in and how can digital transformation support this?
- How can brands build and maintain company culture digitally and remotely?

Moderated by: Simon Johnson, General Manager UK, **Freshworks**

Jo Causon, CEO, **The Institute of Customer Service**

Charles Fachiri, Senior Customer Support Manager, **ABTA**

Roxanne Owen, Head of Online Operations, **Clarity**

Dawn Robinson, Engagement & Internal Communications Manager, **TUI UK & Ireland**

11:45 **Close**

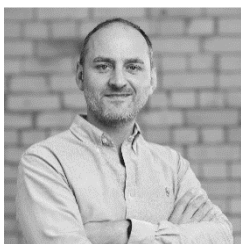


Speaker profiles



Joanna Causon, CEO, Institute of Customer Service (ICS)

Joanna joined The Institute as its CEO in 2009. Over the last 10 years she has driven membership growth by 150 percent and established the UK Customer Satisfaction Index as the country's premier indicator of consumer satisfaction, providing organisations with an indicator of the return on their service strategy investment. Jo brings a wealth of experience from the commercial sector, enabling her to put customer service at the heart of the Boardroom agenda. She has extensive experience in the financial services sector having previously been a Non-Executive Director to Aegon UK's independent governance committee and having spent more than 11 years working for organisations such as Aviva plc. She has also held director roles in brand and business consulting, policy development and research for City and Guilds and the Chartered Management Institute. Jo focuses on demonstrating a clear link between employee engagement, customer service strategies and organisational performance. Working across the public, private and voluntary sectors she provides strategic advice to boardrooms to raise the standards of service provided by UK organisations and to provide evidence of the connection between customer satisfaction and operational efficiency and profitability. She has worked with politicians across all sides of the House focusing on the impact that service has on the UK economy and productivity. As a result, she is a regular commentator on national media and has been called to give evidence at the Public Administration Select Committee inquiry into complaints handling. Away from work Jo is a keen walker and traveller. She has travelled extensively around Europe and wider continents, using her experiences to draw parallels on service strategy which she believes UK organisations should adopt and adapt to enhance customer satisfaction in an increasingly global marketplace.



Simon Johnson, General Manager, Freshworks UK & Ireland

Simon is the General Manager for Freshworks UK&I – one of the fastest growing software start-ups of all time. Freshworks believe that traditional enterprise software is clunky, expensive and not focused on how you can wow your customers with the ultimate service and experience. Freshworks provide customer-for-life software that's modern, mobile and affordable, enabling their customers to deliver wow moments to customers all over the world. Freshworks work with industry leaders to streamline customer conversations, automate repetitive work and save time – ensuring that teams can collaborate to deliver world class customer engagement. Under Simon's leadership, Freshworks UK&I has been able to grow from a zero to a multi-million-dollar region within a few years, doubling their revenues year-on-year.



Customer and Staff Engagement Strategies for Travel



Roxanne Owen, Head of Online Operations, Clarity

Roxanne has been working in the travel industry for 19 years and working for Clarity for 17 of those. She started in retail for an independent company called Dawsons Travel working as a retail agent. Roxanne then moved into their Business Travel department and has held roles from Air Fares Consolidation Agent to Head of Online Operations. Roxanne loves the operational side of Travel and is part of an amazing senior operations leadership team. She was fortunate enough to win the Clarity Brighter Award in 2018 and this appreciation has encouraged her to continue to challenge herself within Clarity. Roxanne is excited for the changes Clarity has made already and is progressing within 2021 to ensure the customer experience remains a positive and proactive one.



Dawn Robinson, Engagement & Internal Communications Manager, TUI UK & Ireland

Dawn has been working within internal communications and engagement at global travel company TUI for over five years. Recently, she completed a secondment as Head of Internal Communications and Engagement for the destination experiences part of the business, leading through the first six months of the COVID-19 pandemic. Before travel, she started her IC career in banking, working for what is now Santander, before spending the next decade in IC, PR and marketing for UK housing association, The Guinness Partnership. Lockdown time has fueled a personal passion in gardening and cooking, with the rise of sourdough (bun pun intended) and fresh-from-the-garden lunches, featuring heavily between Teams calls and emails.



Charles Fachiri, Senior Customer Support Manager, ABTA

Charles started his career in travel in 1987 when he worked for Sunmed Holidays, in the overseas operations office in Turkey and upon his return to the UK within the Reservations and Customer Relations departments. He later moved on to work for Cosmos within the same field of customer relations, where he inspected hotels and followed up on complaints in destination. Charles then moved into the cruise sector where he worked for Royal Caribbean Cruise Lines. In 1997 Charles joined ABTA and now manages the Customer Support team.



Contributor and webinar partner



Traditional enterprise software is clunky, expensive and not focused on how you can wow your customers with the ultimate service and experience. At Freshworks, we believe that you deserve better- providing customer-for-life software that's modern, mobile and affordable- enabling you to deliver wow moments to customers all over the world. We work with industry leaders to streamline customer conversations, automate repetitive work and save time- ensuring that teams can collaborate to deliver world class customer engagement.

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