INSTITUTE OF CUSTOMER EXPERIENCE

5TH EDITION AFRICA ANNUAL CUSTOMER EXPERIENCE CONFERENCE 2024 – CONFERENCE REPORT







1.0 INTRODUCTION AND BACKGROUND

The 5th Edition of the Africa Customer Experience Conference 2024 organized by the Institute of Customer Experience was held from 18th to 19th April at Sarova Whitesands Beach Resort and Spa Mombasa, Kenya. The anchoring theme of the conference was Elevating Employee Experience for Customer Experience Success. This annual event endeavors to explore a wide range of viewpoints and subject matter related to the customer experience agenda, both locally and internationally. This conference provided a convergence point of business leaders, chief executives, and customer experience and human resource professionals from senior and mid-level management. The opening address was made by the ICX Board of Directors chairperson Mr. Joseph Chege who spoke powerfully on his pursuit and personal commitment to excellence in both customer experience and employee experience. The conference proceedings were shaped round his call to have EX as the transformative power in driving business productivity, creativity, and ultimately customer experience. This set the pace for the invaluable insights and contribution of the participants that enriched the discussions and made the conference a resounding success. This 5th edition also saw the elevation of tech for CX and EX vide the conversations and practical demos. The conference quality thus raised the bar over the previous editions.

2.0 CONFERENCE OBJECTIVES

The 5th Edition of Africa Customer Experience Conference 2024, was constituted to deliver the following objectives:

- To facilitate discussions on the latest trends, challenges, and innovations in customer experience and employee experience
- To provide a platform for networking and knowledge exchange among business leaders Human Resources and CX professionals.
- Showcase best practices through presentations, case studies, and interactive sessions.
- Foster collaboration and partnerships among industry players both from a product and service perspective
- Inspire and empower participants to implement strategies that enhance customer experience and employee experience excellence.

3.0 THEME EXPOSITION:

The Africa Annual CX Conference 2024 conference theme – ***#Elevating Employee Experience for Customer Experience Success*** was carefully selected to enable the conference of professionals have the opportunity to fully discuss and unpack the theme. The intersection of EX and CX in Africa is an area that remains a necessary and timely topic based on the global march towards customer experience excellence as a key business success pillar. Opportunities exist to harness the potential for EX to CX harmonization in Africa through awareness and action, and solutions that allow distinct change.

What is required is a synergistic approach and the conference theme facilitated integrated discussions. Advocacy on Elevating EX for CX and awareness creation to the attending local, regional and international audience, resulted in high impact with the speakers' conducting expositions of the theme in their various areas of specialization. This served towards unlocking continuous existing knots that cause these two parameters not to align. The theme provided an in-depth review of the intricate linkages, ideologies and strategies for change, discussions on employee all round wellbeing, leadership focus for success as well as the necessary core interventions for successful, customer-centric and sustainable organizations.

4.0 CONFERENCE SESSIONS SUMMARY

4.1 Conference Opening Address: Mr. Joseph Choge, Chairperson Institute of Customer Experience

The workshop was officially opened by the ICX Board Chair, whose opening address created an atmosphere of positivity. He warmly welcomed both the online and physical delegates to the 5th Edition of the conference and confirmed that it had taken diligent planning and curation of the conference programme to enable high impact. He remarked that the conference theme anchoring the conference activities had commenced from the beginning of the year to enable in depth planning at institutional level, and to build in the theme into corporate strategic activities.

He reiterated his passion for employee wellbeing and internal customer experience excellence, citing his determined institution of a culture of care in the different corporates he has led. This has been evidenced by the acknowledgements that have been witnessed over the years. He encouraged participants to enable an environment that would foster knowledge exchange and networking, especially given that this was the signature event for learning in the ICX annual programme calendar.

He urged that there be a collaborative objective around the theme as employee experience is the cornerstone of customer experience efforts, and that there would be no successful way forward unless this was addressed. The welcome note was appreciated by the teams present and the programme then segued into the main key note address by Dr. Julius Kipng'etich.



Mr. Joseph Choge, Chairperson Institute of Customer Experience

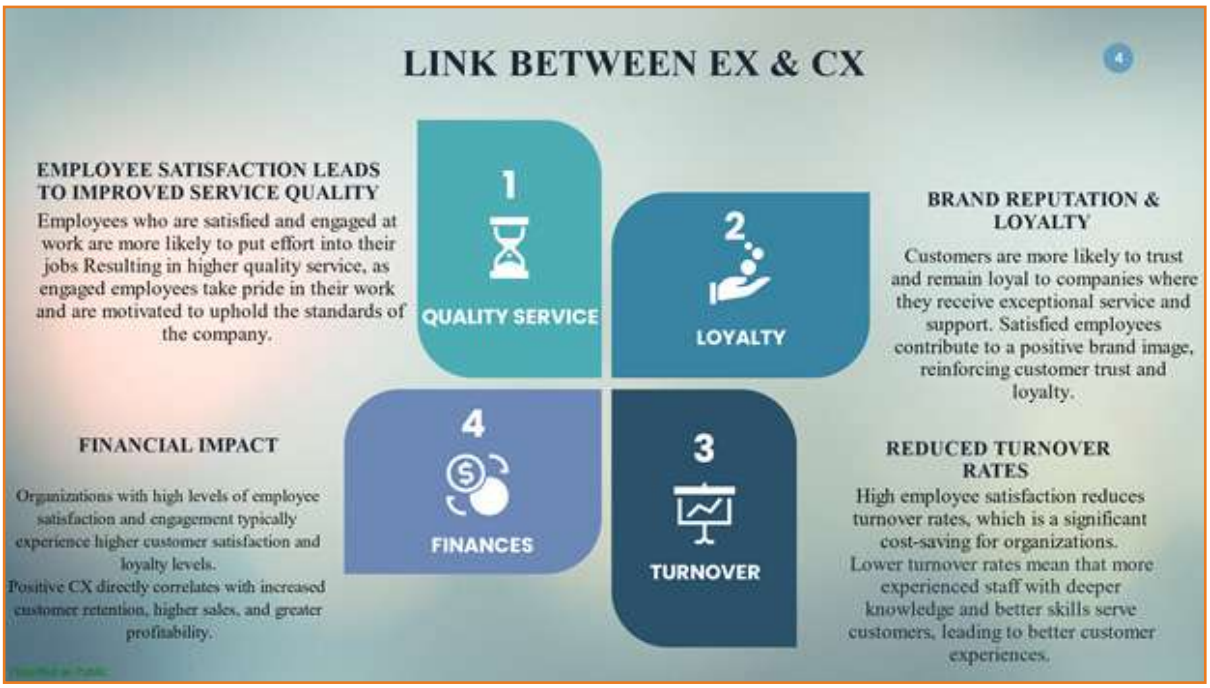
4.2 Keynote: Elevating EX for CX by Dr. Julius Kipng'etich - Group CEO, Jubilee Holdings Ltd

The Key note speaker's address was enfolded around his powerful call to action based on the impactful quote *"To win in the market place, you must win in the work place"* - Doug Conant.

He called upon leaders in the country to value employees and to ensure that employees are well taken care of at work to ensure positive outcomes. He carried participants through the evolution of the workplace from basic needs to the need for feeling well at work vide internal customer engagement and experience.

He cited how the evolution stage is current where the workforce needs to feel enthused to show up rather than out of sheer obligation. His address espoused four key areas required for the entrenchment of a positive employee experience including: providing a supportive work environment, encouraging work life balance all-round, decision-making empowerment for the teams, provision of opportunities for growth at work, and rewards and recognition for a job well done.

In tandem with the theme, he walked the audience through the cross-cutting nature of EX and CX



In conclusion he emphasized that it is important for leadership training to take place to empower leaders to lead their teams better, putting in place voice of the employee systems, pinging back with customer feedback to ensure that employee development programmes are instituted , a key focus on technology for EX and CX success and checking the temperature of staff engagement as a way to keep innovating and keep the teams alive. The key note address formed the highlight of the conference as was used as a reference board by a number of speakers through the two days

> *"Employee Experience and Customer Experience Strategy without a positive supporting culture is DOA (Dead on Arrival)" ~* **Dr. Julius Kipng'etich**

4.3 The Symbiotic Relationship Between Employee Experience and Customer Experience - Waleed Alhamdan, Principal Business Development for Customer Experience, Compassway Est, KSA

Mr. Alhamdan, tackled the symbiosis between EX and CX by taking participants through a journey of first understanding the real true depth of employee experience and its impact on business, and averred that like two sides of the same coin, these aspects are intricately linked, influencing each other in profound ways. In the bid to delve into the key definition of employee experience, he referenced the startling statistic from the global Gallup study that revealed that a jarring 65% of employees don't feel engaged, urging for this to be turned around at the soonest.

He attributed the three focal points of positive employee experience - loyalty, motivation, and innovation - to happy employees who are more likely to go above and beyond, leading to enhanced productivity and better customer interactions. He provided an exposition of the Disney Ice-cream rule that empowers staff to replace fallen ice creams for children, and drew parallels to staff authority and empowerment, the level of detail for organizational longevity through positive sentiment, and the moments of CX truth for the parents and children alike. Great EX to CX ethos that need to be emulated.

He concluded by emphasizing once again the symbiosis between EX and CX and that this relationship needs to be watered and nurtured for organizational success.



4.4 CEO Panel Discussion- The Role of Leadership in Shaping Employee and Customer Experiences - Mary Malili Managing Director, UBA/ Joseph Choge, Managing Director, Unga Group

The power packed CEO panel discussion moderated by Angela Rarieya, Head of Customer Experience, Liberty Life, delved into leadership lenses on EX and CX from a CEO perspective. The panel provided an all-round understanding and highlighted that CX and EX are fundamental pillars towards organizational sustainability.

These were shared through the critical role that executive leadership and leadership in general play towards shaping the culture around them. The connection between leadership, organization culture, employee and customer experience was debated with specific localized examples of how the CEOs as heads of their organization's ensure alignment between customer experience and employee experience strategies.

The importance of the central role of communication in the cascade of customer experience and its connection to employee experience through the entire organization, and the strategies to ensure employee experience remains a priority amid other business objectives took centre stage. Whilst speaking about their take on the role of empathy in leadership and how it affects both employee satisfaction and customer relationships both CEOs were clear on a people first agenda and to have this understood with clarity at all levels.

Finally, when tasked to respond on behalf of leadership in corporate Kenya as to why CX is not being given its rightful place in the board as does happen with other disciplines as well as the general ascension in to CEO position by other professions, Mr. Choge made a very passionate appeal to CX professionals to up their leadership and governance skills, competencies and knowledge to brand and position themselves for top leadership. Ms. Malili echoed these sentiments by not only urging that all round proficiencies and capabilities and being proactive in being felt and heard in the right spaces but also to ensure marked steps are made in the advocacy for the importance of the profession to take precedence.



From the left: Joseph Choge - MD Unga Group, Mary Malili MD UBA and Angela Rarieya, Head of Customer Experience, Liberty Life.

4.5 Discover the magic of AI in EX and CX transformation - Fred Kithinzi, Managing Director, Belva Digital

Mr. Fred Kithinzi Founder/Group CEO of Belva Digital and Vendor Partner, Mr. Pratik Lalseta - Senior Solutions Engineer -Infobip, took participants through an engaging journey of the magic world of AI and its application in EX and CX interventions. The team discussed customer expectations with the push that what customers want is faster one-to-one interactions with their favourite brands, as well as the growth in customer preferences for communication channels over the past year with WhatsApp leading the pack and voice and email following closely.



Mr. Fred Kithinzi Founder/Group CEO of Belva Digital

They urged participants to convert customer and employee experience challenges into opportunities by: responding to customer needs for messaging by employing conversational experience to connect with customers at scale in much the same way social messaging works; responding to the need for customer and employee convenience by using an omni channel platform that supports all use cases and engaging responsively; and ensuring the need for seamless experiences by customers by incorporating two-way conversations and offering customizable experiences for engagement.

The main drive is to have brands personalize customer communication and converse with customers in the most 'human-like' format possible, and to have AI understand customer intent and respond accordingly and in a timely fashion. The highlight of this session was a live demo of the conference AI driven Chatbot that participants interacted with, experiencing real time and meaningful responses.

The real time value adding experience included a drop down menu with information on the conference programme and activities, a feedback form to provide ongoing feedback that would enable conference organisers pick up customer sentiment and ideas, direct questions to the speakers and panelists as well as a the opportunity to learn more about ICX.



Mr. Pratik Lalseta - Senior Solutions Engineer - Infobip

4.6 Customer and Employee Centric Excellence - Carolyne Mwangi, Collaboration and Customer Experience Technical Architect at NTT Data

Ms. Carolyne Mwangi opened the session with the EX driven quote "Take Care of Your Employees and they Will Take Care of Your Business". The main emphasis being happy employees translate into happy customers. The dynamic and ever-changing workplace model has necessitated the redesign of workplace thinking to accommodate all manner of workplace stations that need to be created. The employee journey mapping by creating journey designs to transform and optimize the employee experience, was the persuasion to re-thinking and re-imagining.

The call to remain relevant in this VUCA environment needs an experience-centric business strategy that spins from understanding to personalizing to engaging, automating and optimizing for customer delight was the drill.

This session saw a joint presentation with the vendor partner Eleveo Sales Director Peter Mograbi who took to providing a practical overview of the possibilities of dynamic workforce management from a quality perspective, seeking to both enhance the service level and quality of customer experiences and managing internal customer costs. On premise, hybrid and cloud solutions were discussed with participants engaged in a Q&A format for indepth understanding.



4.7 Participant Contributory Discussion Sessions:

Owing to the rich participant profile at the conference with a wealth of knowledge to contribute towards the conference theme and enrich the discussions, the programme featured a built-in break out discussion forum formed to take the shape of three EX to CX directions as follows:

- Employee Training for Exceptional Customer Service
- Employee Wellness: A Cornerstone for Customer Success
- Innovations in Employee Recognition Programs

Three breakout sessions were successfully run with each group focusing on having robust discussions and emerging with actionable areas that would form back-to-station action plans with each group discussing emerging matters and solutions and present 5 actionable proposals as follows:

4.7.1 Employee Training for Exceptional Customer Service

The parameter tackled was framed thus ***'Organisations have been running and are generally receptive to the idea of CX and other related training programmes. The key question faced by the training proposers (CX and HR) is on RoI. What strategies for internal and external training programmes can be put in place to ensure strategic buy-in?***

The outcome from the team name 'Bazuuka' tackling this area is captured below:

- Return on investment for customer experience training must be anchored on three main pillars:
    - Aligning the organization's objectives to the CX strategy for which the training is being proposed
    - Specific and definitive training objectives, corresponding to the key question – what do we want to achieve with this training
    - Identification of what success looks like post training – with specific and measurable outcomes laid out
- Comprehensive training needs analysis needs to be conducted and training programmes based on the specific identified needs
- CX Numbers need to be attached to training to enable it be data driven (NPS/CSAT/CES/QA/FCR/Etc) to enable numerical reporting
- Training outcomes need to be reported in a holistic rather than siloed manner, for the complete organizational impact to be felt
- The cost benefit analysis of the training needs to be spelled out with increased productivity and output attached to the training documentation
- The use of research to affix meaning and justify the training is advisable including benchmarking, review of best practices and standards



Team Bazuuka - Tackling RoI on Internal Customer Training

Call to Action:

It is important to keep employees informed, involved, inspired and innovative and this will trigger a sense of belonging. Training is vital for EX and CX success, as postulated in the good book that says 'my people perish for lack of knowledge'

4.7.2 Employee Wellness: A Cornerstone for Customer Success

The parameter tackled was framed thus ***'There is a fine line between the custodial unit for Internal Customer Wellness – Is it HR or CX? Under which pillar should this sit and what 5 descriptive items would be placed in a board paper to justify the uptake of employee wellness interventions and the associated budgets?'***

The outcome from the team name 'Indomitables' tackling this area is captured below:

- All round wellness: Emotional, physical and mental is an important component of employee experience
- The intersection of HR and CX with regards to employee wellness sees HR deliver on the 'what' i.e. professional onboarding to exit and CX on the impact of the maladies or disengaged staff thus focusing on the 'how', thus responsibility of Employee wellness needs to lie heavily with CX in partnership with HR
- Employee wellness as a focal point for the organization leads to increased successes including:
    - Bottom line – increased productivity for commercial entities as well as surplus for non-commercial organizations
    - Brand Equity – increased brand value lines including brand loyalty, perception, and market share span
    - Retention – increased retention from an overall perspective including staff, customers and supplier/vendors
    - Cost management – increased employee wellness impacts directly on the cost of stress including medical bills, litigation and absenteeism
    - Culture – increased sense of belonging translates to values of punctuality, extra mile mindset, and minimized attrition



Team Indomitables - Tackling Employee Wellness at Work

Call to Action:

There needs to be CX representation ion the board, employee diversity and inclusion, quantification and qualification of CX outcomes, including proper weightage of CX KPIs thus boosting morale, R&D informed innovation vide CX inputs, budget allocations for CX led initiatives with demonstrable RoI and CX strategy that is people based from board to staff teams, embracing agility. The foundational basis of all activities must be #Empathy&Employee Wellness

4.7.3 Innovations in Employee Recognition Programs

The parameter tackled was framed thus ***'Employee Recognition has generally revolved around periodical award ceremonies (monthly/quarterly/bi annually/annually) to recognize and appreciate staff and teams that have excelled. In the spirit of CX and EX innovation, what novel and innovative strategies may be put in place to keep sustained employee engagement for CX success?'***

The outcome from the team name 'MoFaya' tackling this area is captured below:

- Employee recognition and appreciation programmes require customization in a manner that does not hinge on variables that may swing with the tide and cause drying out. This calls for innovation that has the appreciation activities transcend from few and far between, to an every day affair.
- Four main strategies may be employed to actualize high frequency appreciation activities:
    - Catch me at my best - This initiative aims to have both team leaders and peers catch team members doing the right thing and commend them for it. There needs to be a constant look out for winning CX behaviour and to call it out for acknowledgment. The right thing may be activities geared towards either the internal or external customer.
    - Instant Praise model – This model is designed to have instant praise meted on the spot when praiseworthy activities are noted. The praise needs to be administered instantly from the observer. The recipients may be drawn from all levels of the organization without bias
    - BAU Recognition Fora - structures need to be put in place to have staff recognition and appreciation activities in run of the mill, every day organizational happenings. Any and every opportunity needs to be created to position in recognition. These could be run in training sessions, meetings, webinars, tea breaks, walk abouts, communication channels and any other BAU forum that lends itself to recognition
    - Appreciation Language Use – Staff teams need to take the time to learn colleagues' languages of appreciation at work to enable constant appreciation at both peer, lateral and horizontal level. The specific language of preference from the 5 languages of appreciation can thus be applied as appropriate to have internal customers feel appreciated in a way that speaks to them



Team MoFaya - Tackling Employee Recognition & Appreciation

Call to Action:

Creative license to run with appreciation and recognition programmes will be dependent on different organizational cultures, budgets, and ways of working. What is however clear is that it is the everyday small things that matter that much more than big and flashy once in a while appreciation activity. Benchmarking on appreciation methodologies including: uplifting ergonomic adjustments, celebratory gatherings with food and drink, campaigns and themes, appreciating the most improved team members, and various customized incentives for great work done would be worth investing in. What is clear is that whichever shape the recognition takes, it needs to be meaningful and elicit internal pride and joy.

4.7.4 Online Breakout Discussion:

The online team discussed employee training and concluded that this should go above and beyond the shillings with more focus on all the baseline matrices that impact the overall customer experience. Five main conclusions were reached:

- Employee training improves the wellness of the employees and allows them to be well equipped with the capacity to serve
- Training needs to focus on the qualitative and quantitative results which translates to reduce service time, product uptake, and referrals to the organization
- Training provides an opportunity to get more feedback from the employees and also presents itself as a team building opportunity.
- Customer expectations are continuously changing, to remain agile and top of mind external expertise is required to enhance internal capacity
- Emerging innovation and technology provides the need for training and organizations need to be on the constant look out to improve

4.7.5 Breakout Challenge Champions

The break out groups were assessed by a panel of adjudicators who evaluated the team outputs based on the following criteria:

- Meaningful Name – the name chosen by the team and the requisite meaning
- Time keeping – adherence to the timing allocated for the team presentation
- Presenting with Power – the delivery of the team discussion points
- Cheerleading/Celebration/Appreication - the celebration activities to cheer and encourage
- Quality of theme content – the validity, meaning and import of the content presented
- Audience Engagement – the efforts to carry the audience along to engage and be present
- Relevance to topic/theme – the alignment of the work presented to the assignment question
- Actionability of the outcomes – the practicability of the proposed actions deliberated

All teams did very well on the above criteria. The team that exceeded expectations and tipped over the scale was Team Indomitables with point 4 being well executed. The encouragement, creativity and uniqueness of the main speaker escort and receipt back 'home' to the table brought collective joy. The main take home message being – we need to always find creative and unique ways to celebrate ourselves and our teams and create fun at work. The team was presented with the judges award.



Team Indomitables enjoying their win with chocolates.

4.8 Networking Cocktail

The close of the conference's first day was marked by hosting participants to networking cocktail with the objective to have them meet and greet each other in an environment curated for networking and camaraderie. To factor in the spirit of teamwork and further cohesion, a quiz challenge was built into the cocktail activities. These covered a broad range of disciplines to generate group discussions as aptly led by the emcee. Members had their mental faculties engaged in a fun and happiness inducing environment.

A team building numbers challenge activity was also conducted, that had the teams rally together and put to use their analytical, remembrance and quick response skills towards earning points for their team. A dance challenge was also set up with different team members battling for the overall prize. The adrenaline-filled cocktail event had winners who received a variety of individual and group gifts much to their delight. The event served as an opportunity to exhale and unwind.

This fun-filled session was followed by official closing remarks by the ICX Board Member Ms. Wavi Mungala who thanked participants for their great engagement. She outlined the upcoming activities in the comprehensive programme for the following day, and called for further support and involved participation for overall success. She finally reiterated ICX's commitment to the success of delivering EX for CX success and wished the audience a wonderful evening of further networking and collaborating. Participants were left to mingle and network over bitings and drinks in the presence of great music from the music supplier.



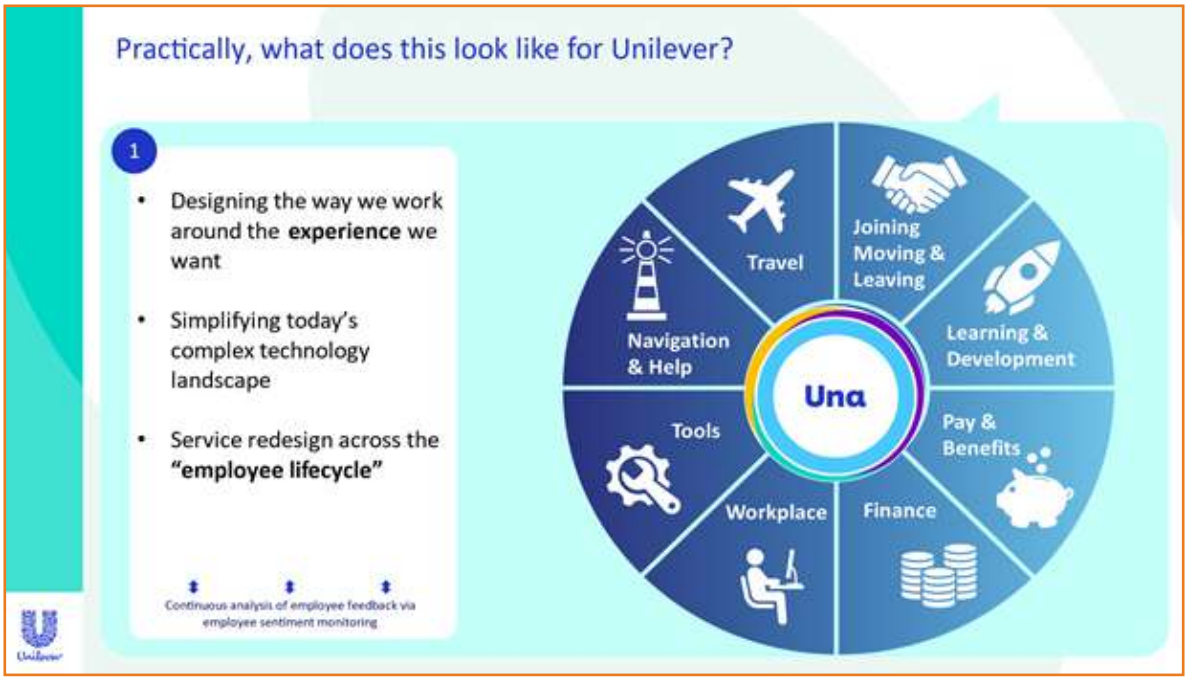
Exhilarating Team Activities at the Networking Cocktail

4.9 Strategic Leadership for Employee Experience and Customer Experience Success - Luck Ochieng CEO, Unilever

Mr Luck Ochieng's presentation encompassed a real-life case study of Unilever's definition of employee experience, complete with the big picture vision, the strategic focus, the foundations and interventions in place to drive excellence and the ensuing outcomes. He emphasized the importance of EX for CX success and the need to embed this on the foundation of listening tools for employee sentiment, designed to enable continuous improvement based on the voice of the internal customer.

He unpacked the Unilever EX Success building blocks of culture, team building, agility, growth, communication, reward and recognition and provided practical examples of the activities carried out towards actualizing the various strategies. To provide a clearer synopsis, a walkthrough of the EX Impact measurement at the company revolving around eNPS listening, efficiencies in productive time release per week, digital adoption and time savings and how the these are communicated and built into the team's every day monitoring was showcased.

This was then linked to customer operations strategy as a nexus for the company's EX to CX agenda. Mr. Ochieng's session served to have a step-by-step practical review and confirmation for participants that the EX to CX theme can be actualized.



4.10 The State of EX to CX in Kenya Survey Results Launch – ICX Kenya/ Custometrix

The survey results of the nationwide EX to CX survey were unveiled and presented to the audience after the official launch opening remarks by Ms. Sheila Mugusia – ICX Board member, who exhorted participants to focus on the need for the placement of employee experience excellence at the heart of every institution.

She brought to recall that ICX had officially released the 2024 theme early in the year to guide internal and external customer activities and to ensure that the weight placed on employee experience was amplified all round.

She defined the thought process behind undertaking the survey and called for the findings to be internalized for further action. She invited the ICX technical partners involved in the survey project to present the findings which was done after an anticipatory countdown to launch activity involving the audience. The results of the survey are captured in the EX to CX survey report and the publication is available for reference here

Scan to downloan the Survey results



4.11 Press Conference

Members of the fourth estate attended the morning session of the conference and were present for a briefing on the EX to CX Survey Findings report, given its relevance to the nation's efforts to ensure productivity and delivery of the national workforce

Media houses Present for the press briefing were members from The Star, Citizen, KTN News, Daily Nation, NTV, Citizen TV, Taifa Leo, The Standard and Kenya News Agency that serves as a central news distributor

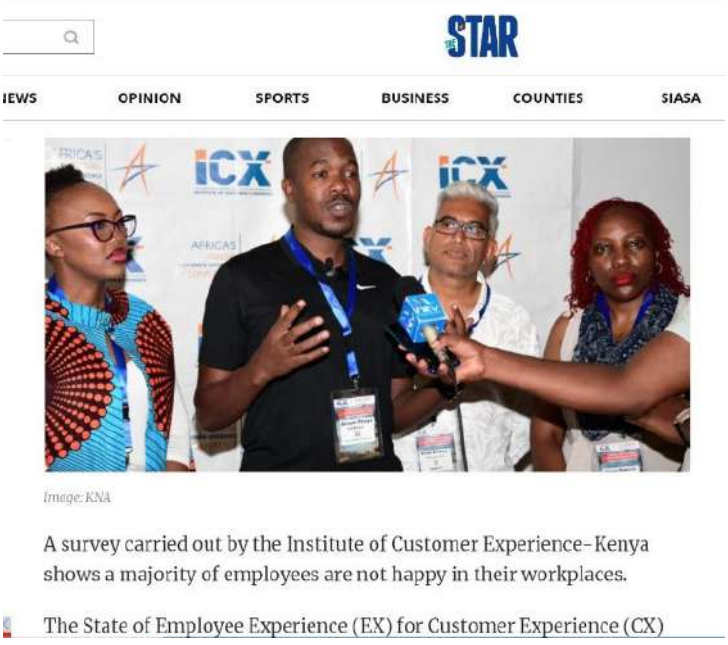
The main areas of interest and the questions placed were touching on:

- The sentiment of employees at different workplaces from different sectors
- Generational differences in perception of work place wellbeing
- The effect of COVID -19 on the workplace of today and worker preferences
- The impact of technology in the workplace now and in the foreseeable future
- The rationale and hypothesis behind the study and the proposed next steps based on findings

Present for the press briefing to respond to the areas of interest for publishing towards a wider national consumption, were the ICX Chair Joseph Chege and the CEO Uniliever Luck Ochieng, providing C-Suite insights, the ICX survey technical partners Carolyne Gathuru and Akshay Shah as well as ICX Board members Wavi Mungala and Sheila Mugusia.









4.12 Storytelling for CX: Crafting Narratives that Resonate with Customers and Employees - Mark Okinyo, Management Consultant

Participants learnt the main lessons that enable the much desired CX and EX attention vide story telling as a strategy to create narratives that are not only emotionally charged, but memorable. Emotions being the fast lane to the brain, Mark encouraged a deeper look into the importance to use this as a tool in organisations and why leaders need to not only engage in by improve their story telling for leadership success.

The different audiences for stories – employees and customers, require different story languages that are customized for their attention. Stories need to have descriptive scenes set, characters well casted and built, story lines created that clearly depict the problem, challenge, conflict or turbulence and conclude with resolution that brings relief. Stories need not be generated from complex theoretical sources, but can be a fusion of the lessons from daily operations and the opportunities to apply story telling at work utilized daily as and when they occur.

Various memorable story lines from popular ads both present and in the past were discussed with participants sharing their take homes and resonance with them. In conclusion there was a call to action to pay attention to both emotion and logic in the EX and CX story telling endeavour and to ensure stories from mapping customer journeys are told at each stage and assessed for EX and CX success.



Mark Okinyo presenting storytelling strategies

4.13 Panel Discussion: Inclusivity in CX: Tailoring Experiences for Diverse Customer Needs - Evas Bazirakakye Kizza , Head Customer Experience, Umeme Ltd; Paul Ngugi, Chair, INGO HR Roundtable; Emma Mugo - Customer Growth Executive, Infobip; Elly Munoru – Social Entrepreneur and Disability Advocacy Champion

An engaging panel discussion aptly moderated by Wavi Mungala, Board Member, ICX Kenya, had a high impact reception with regards to the important topic on Diversity, Equity and Inclusion. The panel consisting of a diverse group of subject matter experts, was constituent of members from the public sector in Uganda, HR practitioner advisory, the technological sphere and representation of persons living with disability.

ICX has had keen interest in #DrivingCustomerInclusion and through this discussion continued to underscore importance of inclusivity in EX and CX, not only in the realms of product and service excellence, but also the actual human experiences. The panel delved into exploring strategies for overcoming inclusion challenges, the use of technology in entrenching the inclusion agenda and the practical ways to ensure success of the localized versions of the DEI movement. The panel was quick to share not only their wisdom on best practice, but also their experiences and suggestions on practical things that organizations can implement to ensure internal and external customer inclusion becomes part of their business as usual.

Panelist Elly Munoru encouraged the need for dignity and respect for persons with disability and to eliminate awkwardness by reaching out and seeking clarity, Panelist Evas Bazirakakye, encouraged the need for inclusion of customers from far flung geographies and that public private partnerships need to be enhanced, Panelist Emma Mugo, encouraged the audience to embrace AI and to leverage on AI for optimization rather than blind reliance, whilst Panelist Paul Ngugi, provided a resounding call to action for EX and CX harmony to ensure all items in the organization that revolve around people are shepherded towards fostering an inclusive company culture that ultimately translates into better customer experiences.



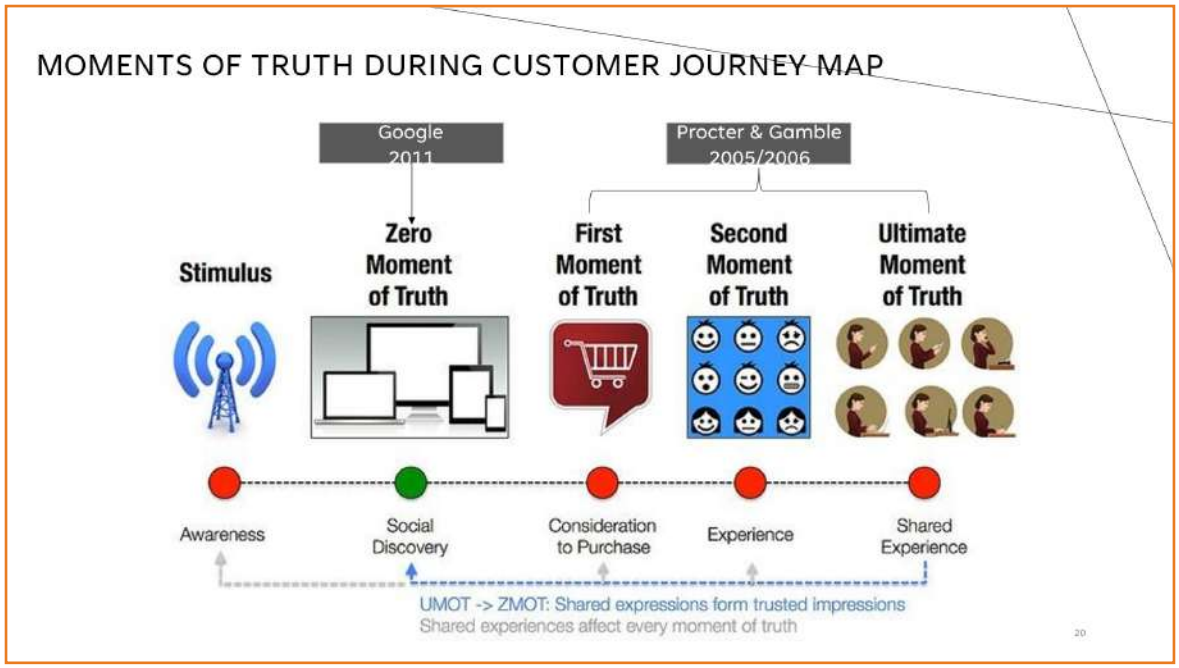
From the left: Wavi Mungala, Paul Ngugi, Emma Mugo, Evas Bazirakakye Kizza and Elly Munoru who connected virtually

4.14 Design Thinking for Employee and Customer Journey Mapping - Richie Sobayeni, Ag Group Customer Experience Director, Equity Group

Mr. Richie Sobayeni facilitated a design thinking and customer journey mapping workshop that involved participants in thinking through people centered and human centered innovation to enable the right products and services to be created that solve the right problems and not theoretically imagined ones. He encouraged that small build ups onto iterative work should be the methodology in place, with lessons picked from each small step rather than rushing into solutions.

The principle of slow growth with increased results through testing and refining was discussed. An exposition of the 5 Ds of Human Centered Design – Discover, Define, Design, Do and Deliverables with the baseline of Clarify – Ideate – Develop – Implement design thinking stages mapped across. The application of this in successful customer journey mapping was tied int the story of the evolution of the evolution of the mama mboga (local roadside vegetable seller) journey, that has over time offered more refined, convenient and value adding products and services adapted to customer needs and human behavior.

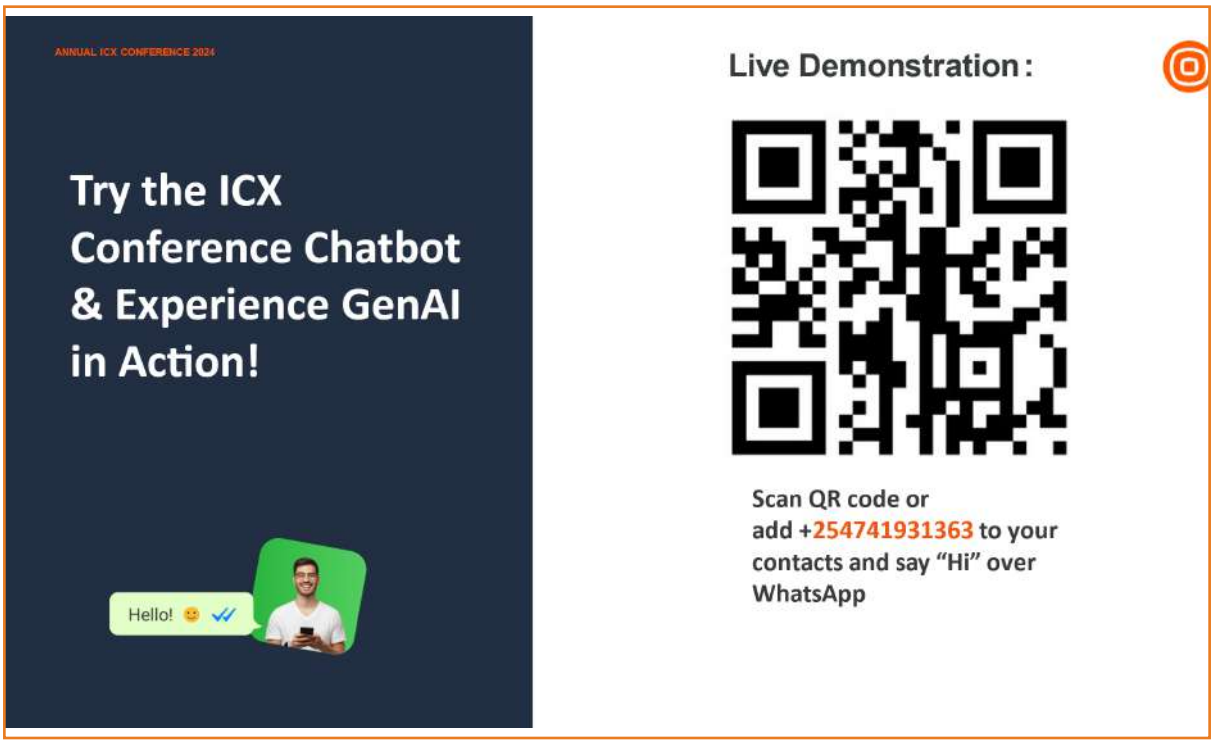
He further delved into the customer journey mapping framework using the 5 W's structure that covers Who is impacted by the problem; What happens when the problem occurs; When does the problem occur; Where does the problem occur; and Why does the problem occur? His conclusion was based on moments of truth along the journey both customer journey mapping and employee journey mapping. needing identification and solutions.



4.15 Workshop - AI and Machine Learning - Transform CX and EX with Belva & Infobip

A practical participant Q&A driven workshop was held in the afternoon that allowed for the AI technology behind the different internal and external customer interactions from enquiry to purchase to post purchase across different conversational channels of everyday use were show cased. The workshop allowed for interactive experiences with the conference chat bot that had been set up to respond intelligently to different arising needs from conference participants, serve as an update tool for conference information both static and emerging as well as a feedback tool to collect participant feedback on their experiences from inception.

The omni channel approach made possible across different social media and regular communication channels (texts, emails, calls, direct messaging) inculcating audio, visual and written and the bid for technology to not only understand but map the different channels to the customer preferences for personalization was illustrated in real time. Members got the opportunity to interact with the platform in real time and to receive detailed responses to their need for clarification on the features, workings and potential capabilities.

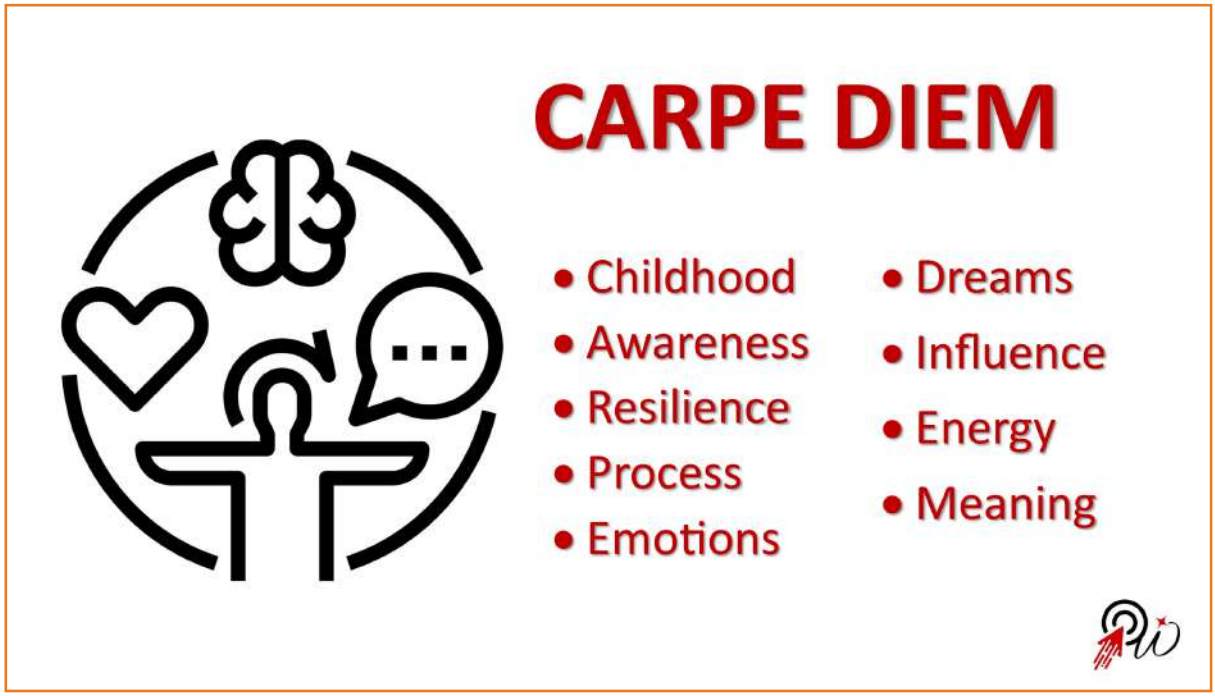


4.16 Mental Wellbeing for CX Professionals: Building Resilience for CX Success - Shalom Munyiri, Founder/Director: Ritro Group Ltd

The conference came to a close with an impactful session by Ms. Shalom Munyiri Counseling Psychologist who provided reflective, value adding and practical strategies for CX professionals to build resilience. The session encompassed both practical discussions and activities as well as lessons on self-care required for mental wellness.

Participants identified their profiles on the Colour Persona chart and had the opportunity to point out the different ways in which they show up when things are alright in life and when they are stressed. This served as a self-reflective moment especially with regards to work place engagements amongst teams and leaders.

The impacts and descriptors of the outcomes of workplaces with compromised employee well-being were highlighted and participants given the opportunity to not only reflect on their current work places, but also what areas to look into that would pan out as the root cause for unwellness formulated around the encouragement CARPE DIEM



Shalom's call to action was to ensure that individuals and teams win at instituting workplace well-being by: Learn from experiences and reflecting on them; taking action towards mental wellness and doing what it takes to create positive change; taking care of self to ensure the resourcefulness and capacity to operate well; to foster positive connections; and to have meaning at work through self-purpose and mandate recognition and application.

5.0 CONFERENCE NEXT STEPS:

The conference represented a gathering of great experts both a speaker and participant levels with CX and EX professionals present. It is recommended that there is intentional follow through of the workshop outcomes with key stakeholders congregating to draw out areas of relevance and action from this report, complete with a monitoring and evaluation framework to ensure actions are captured and implemented.

Proposed next steps include:

- The different presentations delivered by the speakers and panels require follow up online discussions vide webinars and live presentations, as well as round tables to further unpack thematic areas for on the ground application
- The call-to-action outcomes of the breakout discussions on employee wellness, internal customer training and reward and recognition, require customization for entry into the different organizational CX strategy implementation action plans
- Partnerships towards the deployment of employee wellness programmes running at all levels, to ensure that the workforce is productive and engaged personally and professionally for enhanced EX and CX achievements
- Leadership awareness and advocacy sessions to enable the culture of EX and CX success be driven from the top and embedded in the everyday strategy delivery at work amongst the workforce
- Further engagement within organizations with the 2024 theme #ElevatingEXforCXSucess, to enable cascading of intention and subsequent action.
- Partnership with the different professional bodies and associations to enable harmonized efforts towards common strategy items touching on EX and CX for professional output at work

6.0 CONCLUSION:

That 5th Africa Annual CX conference has served as a growing ground for planning and further implementation of convergent EX and CX strategies. Participants were sufficiently motivated towards inculcating a culture at work that embodies EX excellence. The CX industry has grown in leaps and bounds and continues to do so based on the collaborative efforts of CX practitioners.

The positive influence of EX and CX on organizational sustainability needs sustained championing by stakeholders with a drive to see transformational change. The conference focus on both EX and CX as major pillars strategically drew convergence and brought to the fore the need for joint undertakings in place of the disparate activities and projects by each sector.

The need to explore a coordinated approach on the ground will provide for activities and lessons that can be used as valuable input to inform the future of EX and CX as cornerstones for delivery of the much sought after positive bottom line.



ICX Chair appreciating event sponsors - Belva + Infobip

7.0 EXHIBITORS AND SPONSORS

The Africa Customer Experience Conference 2024 was a success thanks to the contributions of valued sponsors and exhibitors. Their participation helped make the event a valuable and enriching experience for all attendees. Continued collaboration at future events is welcome and ICX is thankful for the support.

7.1 Exhibitors

The Kenya Power and Lighting Company PLC (Kenya Power) owns and operates most of the electricity transmission and distribution system in the country and sells electricity to over 8 million as at end of June 2020. The Company's vision is to be Kenya's energy solutions provider of choice by providing quality and reliable service to power people for better lives and enable the country's socio-economic development sustainably. Its key mandate is to plan for sufficient electricity generation and transmission capacity to meet demand; build and maintain the power distribution and transmission network and retail electricity to its customers. Learn more about the organization at https://kplc.co.ke/

RIANA GROUP is Kenya's leading technology solutions provider with headquarters in Nairobi, Kenya. With a team of experienced and passionate professionals, RIANA GROUP provides a wide range of innovative business solutions to clients in various industries, including healthcare, finance, hospitality, education, real estate, and manufacturing. RIANA GROUP is dedicated to empowering clients to operate at their highest potential by providing them with the cutting-edge technology solutions they need to succeed. They are committed to being the trusted technology partner of choice for businesses of all sizes in Kenya and beyond. For more information on RIANA GROUP at https://www.riana.co/

Experience Shift is a leading technology company that offers customer experience and contact center solutions. They focus on innovation and customer satisfaction, working with industry partners to improve operational efficiency. Their comprehensive suite of products includes cloud-based platforms and AI-driven engagement tools. With a proven track record, they are trusted partners for businesses seeking growth. Contact Experience Shift today to learn more about how they can help your organization succeed in today's competitive landscape. For more information, contact Peter, on +254 727 308812

7.2 Sponsors

NTT DATA – a part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo. That help clients transform through consulting, industry solutions, business process services, digital & IT modernization and managed services. NTT DATA enables businesses, as well as society, to move confidently into the digital future. They are committed to their client's long-term success and combine global reach with local client attention to serve them in over 50 countries around the globe. More information on the organization can be found at nttdata.com.

Infobip is a global leader in omnichannel communication. Infobip simplifies how brands connect with, engage and delight their customers at global scale. Its programmable communications platform delivers a suite of tools for advanced customer engagement and support, plus security and authentication. They make this available to you across the widest range of communication channels possible. More information on Infobip can be found here https://www.infobip.com/

Belva Digital is a leading marketing-technology (martech) company that provides transformative and effective solutions for businesses across Africa. Their team of experts is committed to delivering value through cutting-edge technology and creative strategies. Belva Digital is your growth partner. More information at https://belvadigital.com/

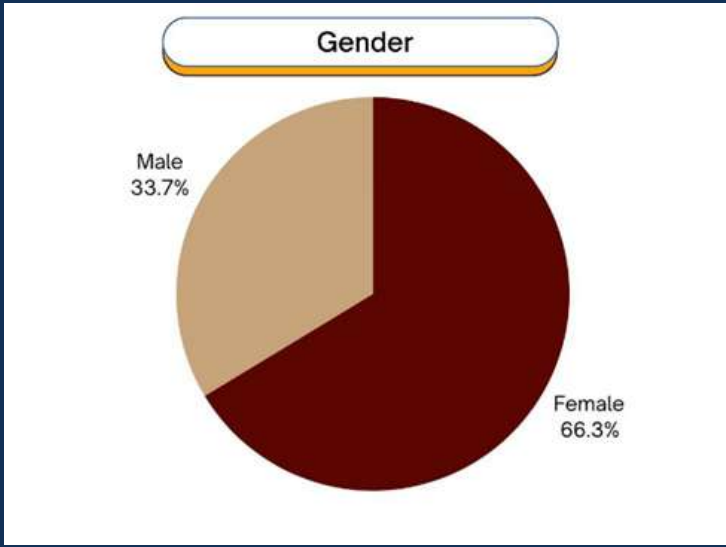
Kenya Ports Authority is a wholly owned State Corporation established through an Act of Parliament in January 1978. KPA is mandated to manage and operate all scheduled seaports and Inland waterways along Kenya's coastline. This includes Mombasa, Lamu, Kisumu, Malindi, Kilifi, Mtwapa, Kiunga, Shimoni, Funzi and Vanga. KPA also manages the Inland Container Depots in Nairobi, Eldoret and Naivasha. To provide efficient and competitive port services to facilitate global trade. More Information on Kenya Ports Authority is at https://www.kpa.co.ke/

The Higher Education Loans Board (HELB) is a statutory body established in July 1995 by an Act of Parliament 'Higher Education Loans Board Act' Cap 213A. It is a state corporation in the Ministry of Education. The Higher Education Loans Board has a mission to provide sustainable finance to Kenyans pursuing Higher Education through mobilization & prudent management of resources. More information on HELB is at https://www.helb.co.ke/

Jubilee Holdings Limited (JHL) is the leading regional composite insurer. Over the years, it has earned the trust and loyalty of over 1.9 million clients across Kenya, Uganda, Tanzania, Burundi, and Mauritius, thanks to its dedication to creating insurance solutions with passion and unwavering commitment to excellence. Jubilee Life Insurance Limited, Jubilee Health Insurance Limited, and Jubilee Asset Management Limited are the subsidiaries of JHL in Kenya . Its mission is to enable people to overcome uncertainty. More information at https://jubileeinsurance.com/

8.0 PARTICIPANT DEMOGRAPHICS

Conference participant demographics varied widely, with attendees representing a diverse range of industries. This diversity fostered rich discussions and networking opportunities throughout the event. Participants came from sectors such as technology, research, oil and gas, logistics, government, engineering, advertising, healthcare, finance, and education, bringing unique perspectives to the table. The exchange of ideas among professionals from different backgrounds contributed to a dynamic and engaging conference experience.





9.0 FEEDBACK

"I loved that there was a remote option. The EX-survey feedback and even how it was delivered was just wow. The Employee Wellness session was amazing. All aspects stood out." **Gloria Chaponda**

"The Wellness session sparked ideas that I may implement in my business, and I appreciated the networking sessions and the overall positive vibe of the event." **Charles Gitonga**

"Networking, knowledge shared by the speakers, and the fun of the entire event."
Emmaculate Mueni Mutuku

CONFERENCE SPEAKERS AND COVERAGE

Welcome remarks by the ICX Chair

Joseph Choge
Chairperson, ICX Kenya, Board of Directors

Keynote Address by the Chief Guest: Elevating Employee Experience for Customer Experience Success

Dr. Julius Kipng'etich
Group CEO, Jubilee Holdings Ltd

The Symbiotic Relationship Between Employee Experience and Customer Experience

Waleed Alhamdan
Principal Business Development for Customer Experience, Compassway Est, KSA

CEO Panel Discussion- The Role of Leadership in Shaping Employee and Customer Experiences

Mary Malili *Managing Director, UBA*

Joseph Choge *Managing Director, Unga Group*

Angela Rarieya *Moderator, Head of Customer Experience, Liberty Life*

Discover the magic of AI in CX transformation

Fred Kithinzi *Managing Director, Belva Digital*

Customer Centric Excellence

Carolyne Mwangi
Collaboration and Customer Experience Technical Architect at NTT Data

Discussion Sessions:

- Employee Training for Exceptional Customer Service
- Employee Wellness: A Cornerstone for Customer Success
- Innovations in Employee Recognition Programs

Paul Kitemu

Sheila Bundi

Carolyne Gathuru

A brief on the Survey Results Launch and officiating the launch

Sheila Mugusia *ICX Board Member*

Launch of the State of EX Survey Results

Akshay Shah *Director, Custometrix*

Carolyne Gathuru *Associate, ICX Kenya*

Storytelling for CX: Crafting Narratives that Resonate with Customers and Employees

Mark Okinyo *Management Consultant*

Design Thinking for Employee and Customer Journey Mapping

Richie Sobayeni *Ag Group Customer Experience Director, Equity Group*

Panel Discussion: Inclusivity in CX: Tailoring Experiences for Diverse Customer Needs

Evas Bazirakakye Kizza *Head Customer Experience Umeme Ltd*

Paul Ngugi *Chair, INGO HR Roundtable*

Emma Mugo *Customer Growth Executive, Infobip*

Elly Munoru *Social Entrepreneur and Disability Advocacy Champion*

Wavi Mungala *Board Member, ICX Kenya*

Workshops:

- Agile Practices for Employee and Customer Experience
- AI and Machine Learning in CX: Transform CX

Belva & Infobip

Plenary Session: Mental Wellbeing for CX Professionals: Building Resilience for CX Success

Shalom Munyiri *Founder/Director: Ritro Group Ltd*

GALLERY























+254 754 854 565
tellmemore@icxkenya.co.ke.
communications@icxkenya.co.ke.
www.icxkenya.co.ke