

# 'Building Your Customer Loyalty' Speakers' Panel

## Monday 19 February, 2018

### What is the event about?

A considerable amount has been written about customer loyalty, a topic all companies should understand. In simple terms, it's about creating an outstanding experience in the mind of the customer.

With competition never being greater than it is today, building customer loyalty is uppermost in the minds of business leaders, as well as sales and marketing professionals. Today's customers have access to an enormous amount of information about your business and research shows that customers remain with companies who go above and beyond to create an outstanding customer experience.

Since studies have shown that it costs between 5-10 times more to acquire a new customer than keep an existing one, outperforming your competition and succeeding in business depends upon having loyal customers. Building loyal customers should be a priority for every business leader.

Building customer loyalty is not easy and companies should not think that just because a customer comes back to buy it has achieved customer loyalty. Ultimately, customer loyalty is a measure of the success in retaining a long term relationship with the customer where the customer recommends the company to others and where the lifetime value of a customer is maximised.

A group of business leaders join the panel to share their experience of building customer loyalty and offer guidance on good and best practice, which SMEs can benefit by.

The panel will include business leaders from Shopological, Opsview and SEaB Energy.

#### Where:

Henley Business School Room G15,  
University of Reading Whiteknights Campus,  
RG6 6UD

#### How to get to us:

<http://www.henley.ac.uk/about-us/how-to-find-us-whiteknights/>

**Registration:** <https://www.eventbrite.co.uk/e/building-your-customer-loyalty-speakers-panel-tickets-41463695028>

### Programme

- 17:00** Arrival and Registration
- 17:30** Welcome and Introduction  
**Jurek Sikorski**, Executive Director of *Henley Centre for Entrepreneurship, Henley Business School*
- 17:45** Presentations  
**Elizabetta Camilleri**, CEO of *Shopological*  
**James Malone**, VP of Worldwide Sales at *Opsview*  
**Sandra Sassow**, CEO of *SEaB Energy*
- 18:15** Q&A - Panel moderated by **Jurek Sikorski**
- 18:45** Summary
- 18:50** Future Events and Announcements
- 19:00** Refreshments and Networking

### How will you benefit?

Participants attending the event will find out how a variety of businesses from different sectors have created and deployed strategies to build customer loyalty.

Participants will also be able to engage with peers and speakers during networking before and after the presentations.

Sponsored by:



Supported by:



Hosted and delivered by:



## Speakers



### **Sandra Sassow, CEO and Founder of SEaB Energy**

Sandra leads SEaB, which is working in the renewable energy and energy from waste sectors. SEaB has developed compact, easy to install, turnkey Anaerobic Digestion systems in shipping containers. An award winner, most recently of the Business Magazine 'Spotlight on Women in STEM' Award 2017, Sandra has carved out a niche for SEaB with a redistribution in the balance of power by allowing everyone to create their own energy and become sustainable. Sandra is from an entrepreneurial family and her business is a testimony to her drive to make waste a source of energy for all.



### **James Malone, Vice President of Worldwide Sales at Opsview**

James runs the worldwide sales team at Opsview and has responsibility for all the company's revenue streams. James is passionate about building customer loyalty, with the team at Opsview having created a Customer Success department and company culture to ensure that customers are getting value from their products and services and renew their annual subscriptions. He's also happy to admit that he spends a lot of time thinking about sheep and closely monitors the countdown to lambing time, when he makes his annual pilgrimage to work on a farm in Scotland.



### **Elizabetta Camilleri, CEO of Shopological**

Elizabetta has over 18 years experience in translating technological development into consumer products and services. Elizabetta has previously launched businesses and worked in consulting for some big names and is a lover of shops. Whether she's talking to investors, retailers, journalists or her team in the office, it's about shops; what they're up to, what she thinks they should be up to, what she bought recently... good thing too given the business she's set up!

## Host and Panel Moderator



### **Jurek Sikorski, Executive Director of Henley Centre for Entrepreneurship, Henley Business School**

Jurek is chairman of several start-up and small businesses and a specialist in customer acquisition. He has over 30 years' experience in the pharmaceutical, medical devices, in vitro diagnostics and biotechnology industries, working for SMEs and multi-national corporations. This includes senior roles in sales, marketing and general management. He was previously Chief Executive of SRS Technology Group Plc (which he led to an IPO), Cantab Pharmaceuticals Plc and Proteus International Plc, as well as Sales and Marketing Director at Smith and Nephew Medical, a FSTE 100 medical devices company.

#### **Twitter:**

Send your comments and questions via Twitter:  
 #SMEGrow  
 @HenleyBSchool

#### **Contact information:**

Jurek Sikorski  
 Executive Director, Henley Centre for Entrepreneurship  
 Email: [jurek.sikorski@henley.ac.uk](mailto:jurek.sikorski@henley.ac.uk)  
 Tel: 0118 378 8188