

The Customer Loyalty & Retention Conference

23rd April 2026, Millennium Gloucester Hotel, 4-18 Harrington Gardens, South Kensington, London
SW7 4LH, United Kingdom



Welcome To The 4th Annual Advanced Customer Loyalty & Retention Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



The Customer Loyalty & Retention Conference

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08.30 Registration & Informal Networking

09.15 GIC Welcome & Morning Co-Chairs' Opening Remarks

Poppy Torrington, Senior Campaign Analyst, CRM, **Tesco Bank**



Kirsten Keenan, Data Team Lead, CRM, **Tesco Bank**



Enhanced Customer Insights & Precision Targeting

09.25 Maximise Key Data Insights & Critical Customer Feedback For Enhanced Brand Experiences & Secured Business Success Through Maximised Loyalty

- Do you truly know your customers? How can you action key data insights across channels to create accurate customer segments and deliver hyper-personalised communications?
- Make your mistakes count! Exploit post-purchase customer feedback to identify pain points, improve purchase experiences, and maximise loyalty and retention
- Build consumer trust and amplify retention with customer profiling data that remains sophisticated, secure and compliant, to nurture customer satisfaction and power engagement

Elena Reilly, CX Insights Lead, **Entain**





Loyalty reimaged for a new era

It takes more than points and rewards to build lasting relationships, because loyalty is an outcome, not a program. Today's customers expect value at every moment, and in a digital world, that value is earned through convenience, utility and deeply personalised interactions.

Mastercard brings decades of global experience, unmatched data insights and modular, network-agnostic loyalty technology that help brands elevate every touchpoint. From real-time offer relevance to end-to-end program design and optimisation, we empower you to create meaningful moments that drive engagement, retention and long-term advocacy.



Transform your loyalty strategy with Mastercard

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Your Customers Aren't Rational. However, Your CRM Assumes They Are.

09.45 Why MORE “personalisation” is often the problem. Most CRM and marketing automation strategies are built on a flawed assumption. That customers are rational, and that more personalisation will fix engagement. Behavioural science tells us the opposite.

Customers are overwhelmed, cognitively lazy and heavily influenced by context, habit and bias. Yet as CRM leaders we design programmes that continue to personalise more, automate more and say more – often at the expense of attention, trust and action.

In this session we'll explore:

- Why over-personalisation increases cognitive load and reduces engagement
- How behavioural psychology explains why “relevance” can still feel intrusive
- Why the best customer experiences are designed with restraint, not exhaustiveness
- What behaviour-led, judgement-driven CRM looks like in practice

Emma Woodward, Director CRM Strategy, **Atombit**



Komal Helyer, Managing Director, CRM, **Atombit**





Transform Your CRM with **Atombit**

Creating dynamic, personalised customer experiences that accelerate growth.

Why choose Atombit



Strategy

From omnichannel journey orchestration to digital transformation, our CRM strategy delivers measurable results.



Campaign Management

We manage newsletters, triggered messages, automated journeys, and personalised 1-to-1 campaigns.



Platform Implementation

If you're migrating or optimising your existing CRM platform, we provide seamless technical execution.



Data Management

Your customer data is crucial. We ensure it's clean, connected, and ready to fuel your marketing goals.



Segments and Modelling

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Intelligent Automation & AI Integration - Delegate Discussion

10.00 Leverage Accessible & Responsible AI To Elevate Customer Engagement & Retention, Drive Operational Efficiency & Deliver Measurable Business Impact Across Every Touchpoint

- Enhance user experiences and build stronger audience connections across every touchpoint with AI that powers tailor-made and personalised communication strategies
- Making AI accessible: Demystify AI, cut through noise, simplify implementation, and unlock early value with practical, business-ready use cases
- Explore where AI delivers true operational value, from intelligent routing to deeper customer insight and how to move from concept to measurable outcomes
- AI with accountability: tackle the critical ethical questions surrounding AI adoption, from responsible use and bias reduction to transparency and long-term trust

We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!

10.25 Morning Refreshment Break With Informal Networking

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Proactive & Powerful Personalisation - Panel Discussion & Q&A

10.55 Sophisticated Data & AI-Powered Personalisation Strategies That Transform Customer Journeys, Unlock Deeper Brand Connections & Guarantee Boosted Retention Rates

- Utilise developments in artificial intelligence to deliver scalable, hyper-personalised customer experiences that create lasting brand loyalty
- Unlock untapped tech potential to support tailor-made loyalty approaches that transform one-time buyers into lifelong brand advocates
- Don't overdo it! Deliver meaningful value for customers and avoid over-personalisation with relevant and appropriate personalised communications
- Needs-based, lifecycle stage, behavioural... how has customer segmentation matured over time and what are the key lessons from early adopters that are shaping today's personalisation strategies?

Dominic Rehn, Group Head of Marketing Data Science, **TUI**



Ben Hammond, CRM Director, **BBC Studios**



Max Sobell, Head of Lifecycle & CRM, **Ocado Retail**



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Rachel Mercer, Loyalty Lead, **Benefit Cosmetics**



benefit

Openreach Case Study

11.35 **Driving Customer Attraction, Retention & Stickiness**

Eifion Lloyd, Senior Manager – Customer Enablement & Strategy, **Openreach**



openreach

Next-Level Loyalty & Retention Strategies - Panel Discussion & Q&A

12.00 **Cutting-Edge Tactics That Engage Customers, Drive Brand Advocacy & Build Lasting Loyalty & Customer Retention**

- Duolingo, Starbucks, Headspace.... explore the biggest success stories in gamification, how can you generate content-based engagement for memorable and long-standing connections with your customers?
- Harness your customers' demographic, purchase, and behavioural data to deliver tailored and seamless experiences that keep customers coming back year on year
- Prioritise a holistic view of customer journeys to truly understand your consumer base and nurture a successful loyalty program that boosts bottom-line results
- With habits forming in as little as 60 days, what are your customers prioritising now—and how can your brand tap into these emerging behaviours to shape loyalty in 2027 and beyond?

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Sean Carrigan, Head of Membership & Loyalty, **ATG Entertainment**



Leo Faure, Head of Customer Retention, **ProCook**



• RETAILER



Orla Ridge, CRM Manager, **Mindful Chef**



• RETAILER



Anne Blight, Head of Loyalty & Engagement, **Euro Car Parts Ltd.**



12.40 Topic Generation Submission

We would love to hear your thoughts on potential topics or ideas of one-day brand led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!

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12.45 Lunch & Informal Networking For Speakers, Delegates & Partners

13.15 Breakout Sessions

A) Gamification

Ndubuisi Anyaoku, Head of Product Design (Loyalty), **Revolut**



Revolut

13.55 Afternoon Co-Chairs' Opening Remarks

Ellie Hudson, CRM Manager, **Tesco Bank**



TESCO Bank

Kirsten Keenan, Data Team Lead, CRM, **Tesco Bank**



TESCO Bank

Unified, AI-native customer engagement platform.

Replace manual triggers with an autonomous, proactive engine.

STOP

Catch-up with Customers.

START

Preempting their Journey.

See Merlin AI in Action

SCAN TO EXPLORE



Trusted by 1,350+ Global Brands

THE MOENGAGE ADVANTAGE

✓ Unified Data

One AI-native platform with zero sync delays.

✓ Agentic AI

Merlin AI chooses the best channel, time, and content to boost engagement.

✓ Zero Infrastructure Tax

Launch in minutes without engineering tickets.



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Seamless Customer Journey Orchestration

14.05 Drive Cross-Channel Consistency & Ease Customer Pain Points For Elevated Brand Experiences, Boosted Engagement Rates & Winning Loyalty

- Identify key moments of friction, hesitation, or uncertainty in the customer journey to provide easy-to-navigate and accessible customer experiences that increase satisfaction and maximise conversions
- Integrate CRM and loyalty programme data to create a unified customer view, resolve pain points, and deliver timely, personalised interactions that drive deeper engagement
- Leave them wanting more... whether that be personalised post-purchase offers or detailed tracking information- what action can be taken post-purchase to engage and retain customers?

Razia Aziz, Head of Retention & Loyalty, **Whittard of Chelsea**



• RETAILER



14.30 Rewards & Benefits

Shetal Bhatt, Global Head of Digital Marketing, Loyalty & Consumer Engagement, **Costa Coffee**



• RETAILER



14.55 Evaluation Form & Feedback

We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!

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Unforgettable brand moments



Actionable insights



More effective marketing



Try a game for yourself!

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15.00 Afternoon Refreshment Break With Informal Networking

NatWest Case Study

15.35 The Inertia Trap: Why Low Switching Rates Can Be A False Comfort & What To Do Instead

Richard Harwood, Head of B2B Customer Insight, **NatWest Group**



Measuring Tangible Results & ROI: Gathering Critical Leadership Buy-In

15.55 Examine Measurement Tactics & Benchmark Performance To Secure Buy-In, Boost Brand Engagement, & Fuel Lasting Loyalty & Commercial Growth

- Winning hearts, minds and budgets: clear roadmaps, aligned business needs, successful metrics... how to gather critical leadership buy-in for your loyalty journey
- Leverage customer feedback and listening tools to craft innovative strategies that boost engagement and secure lasting retention
- Which key KPIs and benchmarks evaluate your customer-focused processes and business model performance, and are you using these insights affectively to fuel meaningful growth?

Andrew Clarke, Head of Digital Experience, **Virgin Experience Days & Virgin Gifts US**



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16.15 Afternoon Co-Chairs' Closing Remarks & Official Close of Conference

Poppy Torrington, Senior Campaign Analyst, CRM, **Tesco Bank**



Kirsten Keenan, Data Team Lead, CRM, **Tesco Bank**

