

# Reimagining Digital Customer Experiences

Thursday 21st October, 10:00-11:30 (BST) | Zoom

Higher volumes of customer touchpoints and advances in technology mean that CX has become an increasingly complex area for some organisations. This event aims to bring you the latest insights and support for your digital customer experience programmes. We'll explore a range of key areas such as omnichannel improvements and standardisation, customer data and personalisation, as well as the evolution of chatbots to conversational AI.

## SESSION AGENDA

10:00-10:10	Welcome and introduction
10:10-10:35	<b>Presentation and Q&amp;A: Fidelity International</b>
	 <p>Nina Jones Head of Advisor Experience <b>Fidelity International</b></p>
10:35-11:00	<b>Presentation and Q&amp;A: Hootsuite</b>
	 <p>Stephanie Jeanmougin Director, EMEA/ANZ Field Marketing <b>Hootsuite</b></p>
11:00-11:20	Breakout discussion groups
11:20-11:30	Conclusions and close

[Register your place](#)

## SPEAKER BIOS

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**Stephanie Jeanmougin, Director, EMEA/ANZ Field Marketing, Hootsuite** - Stephanie has over 15 years of experience in Field Marketing with a strong knowledge of social media and adtech. She demonstrates strong skills in global cross-functional campaign management, event management and content creation.

**Nina Jones, Head of Adviser Experience, Fidelity International** - Nina Jones is Head of Adviser Experience (FundsNetwork) for Fidelity International. Her role is responsible for the experience of approximately 5000 IFAs who use the FundsNetwork platform. Her key aim is to build a market leading adviser experience, so that IFAs who use the FundsNetwork platform find it easy and reliable to do business with as well as feeling they are in a trusted partnership.

Nina is also the co-lead for the Fidelity ReRegistrations and Transfers experience which brings together multiple skillsets and teams from across the Fidelity organisation in order to deliver an improved client and adviser ReRegistration and Transfer experience.

Over the past 20 years, Nina has held multiple customer experience roles across several industry sectors, focusing on both direct to consumer as well as business to business relationships. All of her roles have been focused on helping companies achieve sustainable growth and profit through embedding a client centric approach. Nina's most recent roles before joining Fidelity in 2019, were Director, Global Owner Experience for Jaguar Land Rover and Director, Customer and Partner Experience for Microsoft UK.

Nina lives in Newbury, Berkshire, however, spends as much time as she can travelling the world and having new experiences! She is a member of the Tate Gallery but also enjoys running and has recently discovered HIIT classes in the local park which she attends come rain or shine!