

Asia's #1 Customer Contact Event Running Annually for 16 Years



Unlocking the Future of Customer Connection: Turning AI Investment into Impact and Efficiency in a Cost-Conscious World

3 – 4 September 2025 | Conrad Orchard, Singapore

As economic headwinds and global disruptions reshape business priorities, contact centres are under increasing pressure to deliver exceptional service—faster, leaner, and smarter. Rising customer expectations, supply chain uncertainty, and geopolitical shifts are forcing CX leaders across Asia to reimagine engagement strategies, accelerate digital transformation, and strike a new balance between cost, speed, and personalisation.

According to the 2025 CX Network Industry Report:

- **70%** of contact centres across Asia plan to invest in third-party AI tools
- **27%** are prioritising omnichannel experience enhancements
- **24%** are focused on improving data collection and usage
- **10%** are moving toward hybrid or fully virtual models

With the region fast emerging as a global hub for CX innovation, the **16th Annual CCW Asia 2025** brings together customer contact, service, and experience leaders in Singapore to tackle the challenges of a volatile world. From AI and data to human-centred design, discover the tools, strategies, and partnerships needed to build resilient, future-ready customer operations.

Key Themes:

- Strengthening Customer Service Response Times and Engagement Strategies to Drive Trust, Loyalty, and Retention in an Uncertain Economic Environment
- From Investment to Impact: Optimising AI & Technology Integration in Contact Centre Operations to Maximise ROI, Data Privacy, and Customer Service
- Cost-Efficient Customer Service in a Volatile Economy: Leveraging AI to Thrive Amid Global Uncertainty

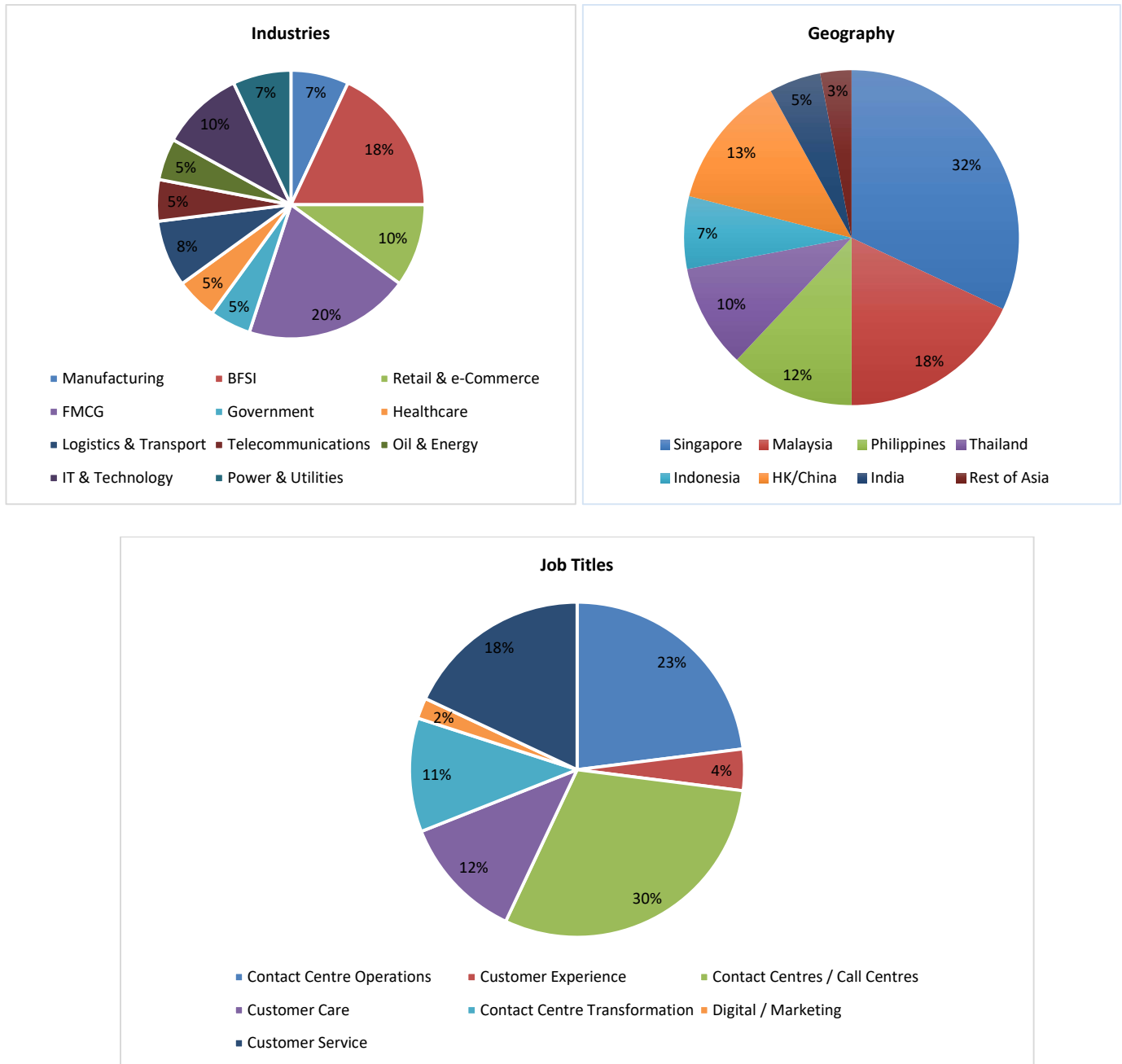
What's Unique about CCW Asia 2025?

- Running in its 16th year, CCW Asia is the longest and most established gathering for leaders in the contact centres, customer service, customer support and customer care functions
- Holistic Focus on Regional Challenges - Unlike other events, CCW Asia combines localised insight with global best practices
- Gain access to regional leaders from Asia - Singapore, Malaysia, Philippines, Indonesia, Thailand and more - as we leverage Singapore's position as Asia's innovation and business hub
- Learn practical know-hows and insights from cross-industry leaders - Banking and Finance, Telcos, Retail, Healthcare and more
- CCW Asia is part of the largest global network of over 200,000+ members in our communities - CCW Digital and CX Network

Agenda-at-a-Glance


Wednesday, 3 September	Thursday, 4 September
Main Conference Day One: <ul style="list-style-type: none"> Strengthening Customer Service Response Times and Engagement Strategies to Drive Trust, Loyalty, and Retention in an Uncertain Economic Environment 	Main Conference Day Two: <ul style="list-style-type: none"> Optimising Technology Integration in Contact Centre Operations to Maximise ROI, Data Privacy, and Customer Service Cutting Costs Without Compromising Customer Service Excellence in an AI-Driven World

Who Should Attend



Confirmed Speakers:

- **Sandra De Zoysa**, Group Chief Customer Officer, Dialog Axiata PLC and Managing Director, **Dialog Business Services**
- **Suchaya Tumcharoensriwong**, Chief Finance and Operations Officer, **NocNoc**
- **Rio Lasse**, Chief Operating and Technology Officer, **PT ASDP Indonesia Ferry Persero**
- **Nizam Md Agil**, Vice President Customer Service, **DHL International**
- **Dr Angel Lo**, Head of Customer Experience APAC, **Olympus APAC**
- **Glenn Birkelev**, Associate Vice President, Customer Service Delivery, **Agoda**
- **Windy Sustia Andale**, Vice President Customer Services, **PT ASDP Indonesia Ferry Persero**
- **Raj Chaudhuri**, Vice President Operations – Global CFN Consumer Servicing & APAC, **American Express**
- **Ricardo Ramires**, Head of Customer Services Diagnostics Asia Pacific, **Siemens Healthineers**
- **Raynu Niyomdechchar**, *Former* Group Vice President of Customer Experience, **FWD Group Management Holdings**
- **Febriani Rossa Tea**, Assistant Vice President Contact Channel Management, **Sinar Mas Land**
- **Babul Balakrishnan**, Head of Customer Experience (CX) Operations, **Thunes Ltd**
- **Anjali Kalia**, Assistant Vice President - Digital Excellence, **IHH Healthcare**
- **Andrew Mulero**, Customer Service Delivery – Senior Lead, **Telstra**
- **Joash Phng**, Assistant Customer Experience Manager, **Wok Hey**
- **Heng Zheng**, Director of Customer Experience, **Microsoft**
- **Eduardo Imperial**, Head of Service Management Asia, **Vodafone Group**
- **Anthony Opekete**, Customer Care Manager, **Pacific International Lines (PIL)**
- **Jonathan Lim**, Director of Transformation Program Office, **Singapore Pools**
- **Sanghee Lee**, General Manager Global AI Business Strategy, **Sendbird**
- **Marina Snegirjova**, Head of Marketing Asia & India, **Zendesk**
- **Mona Lee**, Senior Director Customer Service and Authorisation, **Diners Club Singapore Card Center**



Conference Day One Wednesday, 3 September 2025	
08:15	Morning Refreshments & Registration
08:50	Welcoming & Housekeeping Address
08:55	Opening Remarks from the Chair Andrew Cannington , General Manager APAC, Cresta AI
Transforming Customer Contact in the age of Innovation and Uncertainty	
09:00 D1S1	<p>Panel Discussion Delivering Customer Journeys in a Disrupted Global Landscape by Balancing Agility, Trust & Technology <i>Businesses understand over 60% of customers have higher expectations and standards when it comes to customer service, with over 70% willing to switch over to competitors with just a single negative experience. In this panel discussion, contact centre and customer service leaders will discuss best practices in balancing customer expectations, business needs and workforce management.</i></p> <ul style="list-style-type: none"> Exploring how businesses can deliver exceptional customer journeys in the face of economic and technological disruption Discussing the role of leadership in fostering innovation while driving operational excellence and team empowerment Addressing the balance between human interaction and AI-driven engagement for meaningful customer connection <p>Moderator: Andrew Cannington, General Manager APAC, Cresta AI Panellists: Eduardo Imperial, Head of Service Management Asia, Vodafone Group Heng Zheng, Director of Customer Experience, Microsoft Joash Phng, Assistant Customer Experience Manager, Wok Hey</p>
09:40 D1S2	<p>No More Pilots: What Real AI Agent Rollouts Look Like in 2025 As contact centers move quickly to adopt AI agents, the journey from vendor selection to full deployment is rarely straightforward. Beyond choosing the right technology, leaders must tackle real-world integration challenges, align cross-functional teams, fine-tune performance, and continuously train agents: all while maintaining a consistent customer experience. In this session, Sendbird shares practical insights from working with leading global brands to bring AI agents into full production. We'll explore key operational hurdles along with how successful teams structure their rollout process. Join us to learn what truly makes an AI agent ready, reliable, and effective in real-world contact center operations.</p> <p>Sanghee Lee, General Manager Global AI Business Strategy, Sendbird</p>
10:10 D1S3	<p>Case Study Transforming Ferry Passenger Journeys Through Digital Innovation: ASDP's Success Story</p> <ul style="list-style-type: none"> Discover how ASDP revolutionised ferry travel with the launch of the Ferizy online ticketing platform, enabling passengers to book tickets up to 60 days in advance from anywhere Explore how ASDP enhanced accessibility by introducing an omnichannel contact centre integrated with IVR and AI to provide seamless customer support Learn about the transformative impact of digital tools in simplifying the customer journey, increasing efficiency, and driving convenience for ferry passengers Gain insights into the challenges and successes of implementing digital transformation in a traditionally offline industry <p>Windy Sustia Andale, Vice President Customer Services, PT ASDP Indonesia Ferry Persero</p>
10:40 	<p>Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.</p>
11:00	Morning Break & Refreshments

	Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!
Strengthening Customer Service Response Times and Engagement Strategies to Drive Trust, Loyalty, and Retention in an Uncertain Economic Environment	
11:30 D1S4	<p>Panel discussion</p> <p>Customer-First CX in Action: Best Practices for Human-Centric, Scalable Support</p> <p>AI-powered, human-centric strategies are shaping the future of customer experience. How do organisations build a customer-first strategy and yet balance AI with a human touch? Hear from Diners Club Singapore and Thunes on how they have managed risks and uncovered exciting opportunities to innovate, delivering exceptional customer experiences in today's fast-paced world.</p> <p>Moderator: Marina Snegirjova, Head of Marketing Asia & India, Zendesk</p> <p>Panellists: Mona Lee, Senior Director Customer Service and Authorisation, Diners Club Singapore Card Center Babul Balakrishnan, Head of Customer Experience (CX) Operations, Thunes Ltd</p>
12:00 D1S5	<p>Case Study</p> <p>Building a Customer-Centric Data Strategy for Contact Centres</p> <p><i>Learn the key components of a robust data strategy that enables operations and contact centers to harness insights for better decision-making and improved customer experience</i></p> <ul style="list-style-type: none"> • Envision the desired customer experience and identify which technologies, designs, and processes are at its foundation • Map customer journeys and monitor value drivers in order to continuously enhance the end-to-end experience • Nurture purpose and drive engagement towards a customer-centric culture leveraged by technology <p>Ricardo Ramires, Head of Customer Services Diagnostics Asia Pacific, Siemens Healthineers</p>
12:30 D1S6	<p>Case Study</p> <p>Bridging Digital and Retail: Singapore Pools' Customer Engagement Transformation</p> <p><i>Explore how Singapore Pools, a traditionally offline and highly regulated organisation, is transforming customer engagement to attract users from illegal to legal channels and combat industry stigma.</i></p> <ul style="list-style-type: none"> • Learn about their dual-channel approach—delivering a seamless online experience with an industry-leading app and secure digital banking, while enhancing retail journeys through self-service kiosks and efficient in-person transactions • Discover how gamification and personalisation strategies have helped Singapore Pools better understand their 2.5 million customers, encouraging information sharing for improved service • Gain insights into the challenges and opportunities of innovating CX in a regulated environment where traditional marketing approaches are limited, and retail transformation must consider unique customer sensitivities <p>Jonathan Lim, Director of Transformation Program Office, Singapore Pools</p>
13:00	Lunch & Networking Break

Interactive Discussion Group (IDG) – 2 rounds of 50-minutes

Structured to maximise audience interaction and participation, our specially curated IDGs focuses on different industry challenges. Each session allows you to zone-in and focus on the topics that matter most to you, providing an opportunity for you to not only learn from your peers first-hand but share your challenges actively as well.

14:10	Roundtable A D1S7A Embedding Customer Obsession Across Teams and Functions Facilitator: Heng Zheng , Director of Customer Experience, Microsoft	Roundtable B D1S7B Reimagining Customer Trust and Engagement in Regulated & Traditional Industries Facilitator: Jonathan Lim , Director of Transformation Program Office, Singapore Pools
	Roundtable C D1S7C Turning a Data Strategy into Everyday CX Excellence Facilitator: Ricardo Ramires , Head of Customer Services Diagnostics Asia Pacific, Siemens Healthineers	
15:50 D1S8	Case Study Redefining Customer Obsession: Inside Microsoft's Cultural and Operational CX Overhaul <i>As one of the world's most influential technology companies, Microsoft is undergoing a transformation in how it approaches customer experience - not just as a function, but as a company-wide mindset.</i> <ul style="list-style-type: none"> • Why Microsoft recognised a disconnect between its internal operations and customer realities - and how it's rebuilding from the ground up • Enabling frontline teams and decision-makers with the right data, at the right time, to deliver context-rich experiences • Redefining team responsibilities, reporting lines, and KPIs to align everyone around the customer • Incorporating diverse voices, including partners, employees, and market stakeholders into the CX design process Heng Zheng , Director of Customer Experience, Microsoft	
16:20	Afternoon Break & Refreshments	
16:50	Chairperson's Closing Remarks and End of Conference Day 1	

Conference Day Two Thursday, 4 September 2025	
08:30	Morning Refreshments & Registration
09:15	Welcoming & Housekeeping Address
09:20	Opening Remarks by Conference Chairperson Joachim Fong , Account Executive, Talkdesk
From Investment to Impact: Optimising Technology Integration in Contact Centre Operations to Maximise ROI, Data Privacy, and Customer Service	
09:30 D2S1	Fireside Chat Implementing AI Responsibly: Ethical Considerations in Customer Service <ul style="list-style-type: none"> Addressing key ethical issues such as data privacy, algorithmic bias, and responsible AI usage Exploring practical steps to embed ethical considerations into AI implementation plans Building customer confidence by aligning AI capabilities with trust and transparency Sharing real-world examples of how ethical AI impacts customer service outcomes Tension between security/privacy and seamless customer experiences Moderator: Joachim Fong , Account Executive, Talkdesk Panellist: Babul Balakrishnan , Head of Customer Experience (CX) Operations, Thunes Ltd
10:10 D2S2	Case Study (Pre-recorded Session) Leveraging Self-Service to Reduce Operational Costs Without Sacrificing Customer Satisfaction <i>With today's customers being more digital-savvy, the preference for self-service has sky-rocketed. Studies have shown that over 80% of customers attempt to resolve issues themselves before reaching out to a live agent – how does this impact the customer service function; while ensure customer satisfaction?</i> <ul style="list-style-type: none"> Designing intuitive self-service options that deliver value and resolve queries effectively Reducing contact centre demand through well-structured self-service capabilities Leveraging AI-powered tools like chatbots and knowledge bases to drive customer independence Febriani Rossa Tea , Assistant Vice President Contact Channel Management, Sinar Mas Land
10:40 	Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.
11:00 	Morning Break & Refreshments Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!
11:30 D2S3	Fireside Chat Governing the Future of AI in Customer Service <i>Market research forecasts that AI in customer service is expected to save businesses \$80-billion globally by 2026, with 69% of customers expecting conversational AI experiences by a similar timeframe. With adoption of AI projected to accelerate – for customers and businesses – how can Contact Centre and Customer Service leaders ensure these practices are managed properly?</i> <ul style="list-style-type: none"> Discussing governance strategies to ensure ethical and responsible AI implementation Exploring how to manage risks, including bias, compliance, and unintended consequences of AI Aligning governance frameworks with organisational goals and customer expectations Hearing from experts about balancing innovation with regulation in an AI-driven CX landscape Moderator: Joachim Fong , Account Executive, Talkdesk Panellists: Babul Balakrishnan , Head of Customer Experience (CX) Operations, Thunes Ltd Anjali Kalia , Assistant Vice President - Digital Excellence, IHH Healthcare

12:00 D2S4	<p>Case Study From Automation to Personalisation: How DHL has been leveraging AI and Digitisation to Elevate Customer Experience</p> <ul style="list-style-type: none"> Explore how AI-powered solutions are revolutionising the customer experience through automation, personalisation, and real-time engagement Discover practical examples of using AI chatbots, predictive analytics, Gen AI and machine learning to proactively resolve customer issues and reduce service resolution times Learn how organisations are balancing automation with human-led empathy to provide smarter, more personalised support Examine how real-time data insights driven by AI can enhance decision-making, agent productivity, and customer satisfaction <p>Nizam Md Agil, Vice President Customer Service, DHL International</p>
Cost-Efficient Customer Service in a Volatile Economy: Leveraging AI to Thrive Amid Global Uncertainty	
12:30	Lunch & Networking Break
13:30 D2S5	<p>Streamlining Contact Centre Operations with AI-Powered Automation for Cost Reduction (Pre-recorded Session)</p> <ul style="list-style-type: none"> Implementing AI to automate repetitive tasks and reduce operational expenses Improving ticket triaging, routing, and escalation processes through intelligent automation Optimising workflows with AI tools to boost accuracy and enhance operational speed <p>Andrew Mulero, Customer Service Delivery – Senior Lead, Telstra</p>
14:00 D2S6	<p>Fireside Chat Building a Proactive Customer Care Strategy to Anticipate and Resolve Issues Early <i>A critical – yet difficult – strategy to ensure customer satisfaction is to be proactive instead of reactive (which remains status quo). In fact, market reports have shown that proactive customer service can increase customer satisfaction scores by 5 – 25%!</i></p> <ul style="list-style-type: none"> Identifying opportunities to spot and resolve potential issues before they escalate Implementing predictive tools that analyse customer behaviour to drive early resolution Reducing customer effort by streamlining workflows for proactive support strategies <p>Moderator: Sandra De Zoysa, Group Chief Customer Officer, Dialog Axiata PLC and Managing Director, Dialog Business Services</p> <p>Panellists: Dr Angel Lo, Head of Customer Experience APAC, Olympus APAC Heng Zheng, Director of Customer Experience, Microsoft</p>
14:30	Afternoon Break & Refreshments
15:00	<p>Prize Giveaway by our Event Partner, Sendbird <i>Winners have to be present to be eligible to win prizes given away by our partners.</i></p>
15:10 D2S7	<p>Case Study Achieving Efficiency Gains with AI: Agoda's Customer Support Transformation</p> <ul style="list-style-type: none"> Discover how Agoda leveraged Generative AI to drive efficiency gains by automating processes and reducing the need for agents touching cases Explore how AI-enabled tools have allowed Agoda to provide customer support in multiple languages without requiring native speaking agents Learn about innovations such as automated agent actions, note summarization, and guided workflows for case handling, which have significantly reduced handling times Hear how Agoda has enhanced chatbots with Gen AI, delivering smarter, faster, and more personalized interactions, contributing to efficiency improvement in customer support operations without decreasing customer satisfaction <p>Glenn Birkelev, Associate Vice President, Customer Service Delivery, Agoda</p>

15:50 D2S8	<p>Learn how to empower your workforce to thrive in an AI-enabled environment by promoting flexibility, resilience, and continuous development.</p> <ul style="list-style-type: none">• Exploring frameworks for designing flexible workforce models that adapt to AI integration• Balancing automation with human expertise to maintain employee engagement and satisfaction• Developing strategies to build resilience and retention in an evolving contact centre culture <p>Suchaya Tumcharoensriwong, Chief Finance and Operation Officer, NocNoc</p>
16:20	Chairperson's Closing Remarks and End of Conference