From Cost Centre to Growth Driver: Empowering AI-Powered, Human-Led Customer Contact
10 – 13 March 2026
Manila, Philippines

The Philippines remains a global powerhouse in the contact center and customer service industry, with its business process outsourcing (BPO) sector projected to reach **nearly $40 billion in revenue** by 2025. As companies worldwide seek cost-effective, high-quality customer service solutions, the Philippines continues to lead with its skilled workforce, multilingual capabilities, and strong digital infrastructure. However, rapid technological advancements and shifting customer expectations are reshaping the industry. The rise of AI, automation, and omnichannel communication is forcing businesses to rethink their strategies to stay competitive.

Despite its strengths, the Philippine contact center industry faces critical challenges:
- High Employee Turnover – Retaining skilled agents is a growing concern, with companies investing in AI-driven training and employee engagement strategies
- Cybersecurity and Compliance Risks – As digital interactions increase, businesses must strengthen data protection and regulatory compliance to maintain customer trust
- Global Competition – Emerging markets are challenging the Philippines' dominance, requiring companies to innovate and differentiate their service offerings

Customer Contact Week Philippines 2026 is the premier event designed to equip contact center, customer service, CX, customer support and operations leaders with the latest AI-driven strategies, automation insights, and omnichannel innovations to optimize customer engagement, reduce costs, and drive revenue. Join industry pioneers, technology experts, and service innovators to gain exclusive access to solutions that will transform customer service in the evolving digital era.

Why You Need to Attend Customer Contact Week Philippines 2026?
- Now in its 17th year, this is the Philippines' most targeted and practitioner-led platform for those driving transformation in customer contact, service and support operations
- Hyper-Relevant to the Philippine Market, hear from AboitizPower, RCBC Bank, AXA Philippines and more, in sessions designed around the distinct operational and cultural dynamics of in-house contact centres in the Philippines
- Hear from leaders in banking, telco, retail, hospitality, fintech and beyond — all facing the same contact challenges but solving them in new and adaptable ways
- CCW Asia is part of the largest global network of over 200,000+ members in our communities - CCW Digital and CX Network
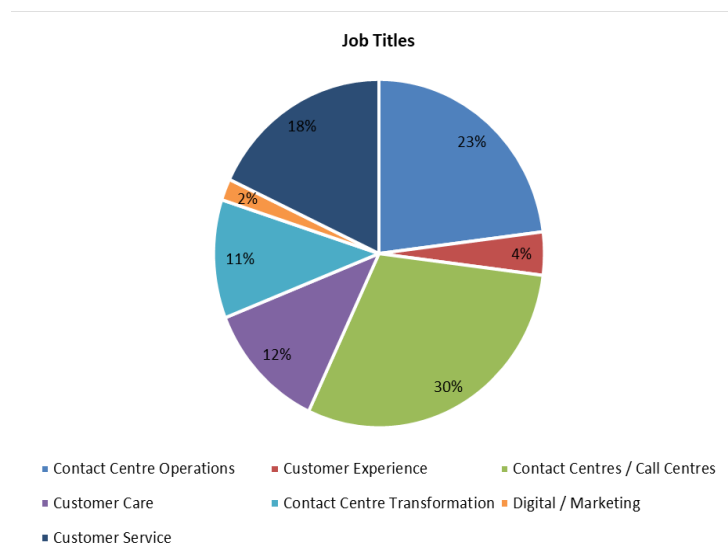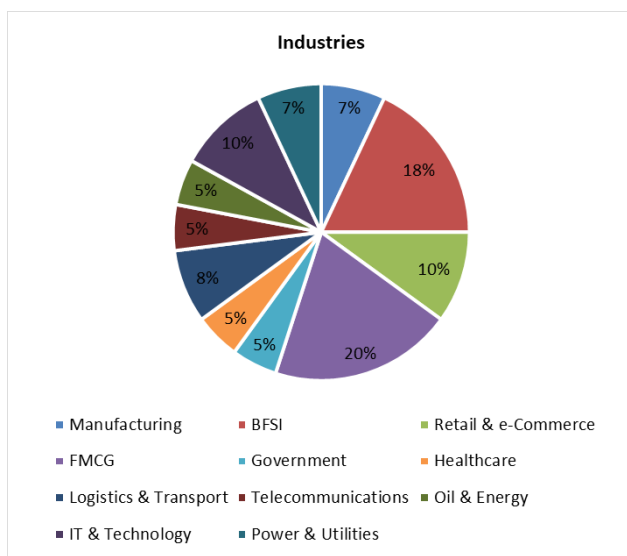
Key Industry Trends & Themes

- AI and Automation in the Contact Centre - With mounting pressure to do more with less, organisations are embracing AI to speed up resolution, support agents and scale service, without sacrificing empathy or control
- Smarter Omnichannel Execution - As customer expectations for seamless, channel-agnostic service rise, teams are redesigning journeys and workflows to reduce handoffs, repetition and service blind spots
- Scaling with Cloud-Native Platforms -The shift to cloud is being accelerated by hybrid work, customer volatility and the need for agility while navigating legacy systems and integration hurdles.
- Balancing Efficiency with Human Experience – In an era of automation and tighter budgets, organisations are rethinking frontline roles and tools to deliver service that feels fast and personal - while navigating rising expectations around care, ethics and value

Tuesday, 10 March	Wednesday, 11 March	Thursday, 12 March	Friday, 13 March
Pre-Conference Workshop Day: Voice of the Customer Bootcamp	*Main Conference Day One:* • Market outlook – towards Customer Service Excellence • Strengthening Contact Centre Responsiveness, Trust & Loyalty Through Better Speed, Insight & Action	*Main Conference Day Two:* • Accelerating Digital Support Capabilities With AI, Automation & Smarter Channel Strategy • Reimagining Frontline Roles to Improve Retention, Performance & Customer Impact	*Post-Conference Workshop Day:* Making Data Work: Turning Contact Centre Metrics Into Action, Improvement & Influence

Who Should Attend

Customer Contact Week Philippines 2026 brings together the country's movers and shakers in the contact center, CX, customer service, support sectors:

Industries: Manufacturing 7%, BFSI 18%, Retail & e-Commerce 10%, FMCG, Government, Healthcare 5%, Logistics & Transport 8%, Telecommunications 5%, Oil & Energy 5%, IT & Technology 10%, Power & Utilities 7%, 20%

Job Titles: Contact Centre Operations 23%, Customer Experience 4%, Contact Centres / Call Centres 30%, Customer Care 12%, Contact Centre Transformation 11%, Digital / Marketing 2%, Customer Service 18%

Confirmed Speakers:
Melody Lim, Head of Customer Experience, **AboitizPower**
Mark Anthony Munsayac, Head of Customer Experience, **Philippine Airlines**
Necy Santiago, Customer Experience Director**, AXA Philippines**
Sanjay Sharda, Chief Liabilities & Customer Growth Officer, **UNO Digital Bank**
Lional Gacad, Chief Customer Officer, **GoTyme Bank**
Jennifer Cubelo, Head Customer Service Division and Contact Centre Management, **RCBC Bankard Services Corporation**
Dennis Bacea, Head of Customer Service, **Aboitiz Land**
Catherine Joyce Espinoza, Head of Business Process and Contact Center, **Shakey's Philippines**
Christine Felix Reyes, Head of Customer Service, **Dash Living**
Aleksei Shuravin, Head of Customer Service, **Salmon Group**
Jane Carlos, Chief Customer Experience Officer**, Komunidad**
Ethel Salazar, Head of Contact Center, **Insular Life Assurance**
Omega Roy, Head of Customer Service, **TLC Worldwide APAC**
Rey Lim, Division Vice President, Service Operations, **Makati Medical Center**
Janice Tiambeng, Vice President & Head of Patient Experience, **St Luke's Medical Center**
Erville Magtubo, Vice President & Head Customer Care Group, **Meralco**
Ana Lorraine, Head of Customer Services, **Siemens Healthineers**
Joash Phng, Assistant Manager Customer Experience, **Wok Hey**

Tentative Speakers:
Tristian Javid, Head of Customer Service, **Nomadproperties**
Claire del Rosario-Bernabe, Director for Customer Experience and New Ventures, **Megaworld Hotels & Resorts**
Nepthale Llagas Jr, Contact Center Manager, **Pacific Cross**
Ria Salvana, Customer Strategy Head, **Bank of the Philippine Islands BPI**

Main Conference Day One Wednesday, 11 March 2026	
08:15	Morning Refreshments & Registration
09:00	Welcome Address from **CCW Philippines**
09:05	Opening Remarks from the Chair
Towards Customer Service Excellence	
09:10	**Opening Panel Discussion** **Staying Ahead of Customer Expectations in 2025: What Do Contact Centres Need to Get Right - Right Now?** - How are customer expectations evolving across digital, voice and in-person support in the Philippine market? - What does "good service" now look like - and how are successful leaders measuring and delivering it? - What are the biggest internal challenges holding teams back from faster transformation?
09:50	**Industry Thought Leadership**
10:20	**Reimagining Customer Contact in a Time of Change: Balancing Cost, Experience and Innovation in the Philippines** Unpacking the macro forces reshaping customer service in 2025 - from AI acceleration to rising expectations

	and economic pressure • Exploring how Philippine-based contact centres are adapting their people, platforms and performance strategies in response • Understanding where the biggest shifts are occurring - from channel behaviour to agent empowerment, and what this means for future planning • Setting a new agenda for in-house contact leaders: embedding trust, speed, and value into every interaction
10:50	**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.
11:10	**Morning Break & Refreshments** Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!
	Strengthening Contact Centre Responsiveness, Trust & Loyalty Through Better Speed, Insight & Action
11:40	**Delivering Consistent Service Across Channels to Build Trust** • Creating a unified service experience regardless of the entry point or platform • Addressing inconsistent messaging, tone or resolution pathways between channels • Leveraging shared data and integrated platforms to improve context handover • Establishing governance and training to align service standards across teams *Erville Magtubo,* Vice President & Head Customer Care Group, **Meralco (Tentative topic)**
12:10	**Industry Thought Leadership**
12:40	**Case Study** **TLC Worldwide – Building a Brand Through Exceptional Customer Service** *By empowering teams and leveraging technology, TLC Worldwide has transformed customer service into a key driver of brand loyalty and success.* • Fostering a culture where customer service teams are empowered to build lasting relationships, not just solve problems • Using advanced AI and automation tools to streamline processes while maintaining a personal touch in every interaction • Ensuring consistent service delivery across regions, aligning every customer interaction with their core values of trust and reliability **Omega Roy,** Head of Customer Service, **TLC Worldwide APAC**
13:10	**Lunch Break** Take a break and use this time to network with your fellow industry peers!
14:10	**Interactive Discussion Groups (2 rounds of 50-minutes each)** Structured to maximise audience interaction and participation, each session allows you to zone-in and focus on the topics that matters most to you, providing an opportunity for you to not only learn from your peers first-hand but share your challenges actively as well.

Roundtable A **Redefining Human Connection in a Digital-First Customer Service Landscape**	**Roundtable B** **Leveraging CX Analytics and Smart Data Insights to Drive Revenue Growth and Competitive Advantage**	**Roundtable C** **Preparing for the Future: Innovations That Will Define Customer Contact Beyond 2026**
Roundtable D **Leveraging Voice and Speech**	**Roundtable E** **Keeping Teams Engaged in a**	**Roundtable F** **Turning Feedback into Service**

	Analytics to Improve Customer Interactions and Business Intelligence	Hybrid World	Improvement

15:50 ☕	**Afternoon Break & Refreshments** Take a break and use this time to network with your fellow industry peers!

16:20	**Case Study** **Reimagining Customer Contact in a Time of Change: Balancing Cost, Experience and Innovation in the Philippines** - Unpacking the macro forces reshaping customer service in 2025 — from AI acceleration to rising expectations and economic pressure - Exploring how Philippine-based contact centres are adapting their people, platforms and performance strategies in response - Understanding where the biggest shifts are occurring — from channel behaviour to agent empowerment, and what this means for future planning - Setting a new agenda for in-house contact leaders: embedding trust, speed, and value into every interaction **Melody Lim,** Head of Customer Experience, **AboitizPower**

16:50	**Case Study** **Exploring how AXA Philippines is transforming disconnected processes into a unified, customer-centred experience** *This case study will explore how embedding trust and consistency across the insurance lifecycle can result in a seamless customer journey. After uniting previously siloed teams, AXA is now focused on improving high-friction moments like claims and onboarding through holistic journey design.* - Unifying cross-functional teams around journey-based CX design and delivery - Improving high-stakes touchpoints like claims and onboarding for greater confidence and ease - Building a consistent service standard across digital channels and distribution partners **Necy Santiago,** Customer Experience Director, **AXA Philippines**

17:30	**Closing Remarks from the Chair and End of Conference Day 1**

Main Conference Day Two **Thursday, 12 March 2026**
08:00	Morning Refreshments & Registration
08:50	Welcome Address from **CCW Philippines**
08:55	Opening Remarks from the Chair

Accelerating Digital Support Capabilities With AI, Automation & Smarter Channel Strategy

09:00	**Harnessing AI to Boost Resolution Speed Without Sacrificing Empathy** - Mapping where AI can genuinely reduce resolution time without degrading human connection - Combining agent-assist tools with sentiment-aware workflows to protect customer trust - Reviewing real-life examples of AI-enhanced service delivery that maintains a human touch - Avoiding common pitfalls that lead to robotic or fragmented service experiences
09:40	**Industry Thought Leadership**
10:10	**Panel Discussion** **Designing Self-Service Journeys That Customers Actually Want to Use** - Identifying where customers prefer self-service - and where they don't - Building intuitive, resolution-first flows that reduce friction and escalation - Balancing automation and escalation to ensure support is always accessible

	• Measuring success beyond deflection - including CSAT, repeat contact and containment rates **Panellists:** **Aleksei Shuravin**, Head of Customer Service, **Salmon Group**
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	**Case Study** **Building the Super AI Agent: PAL's Phased Journey to Smarter, Leaner Customer Service** *Exploring how PAL is building a high-performance AI agent to drive cost-efficiency and improve service delivery. Through a structured POC process and a phased rollout, Mark's team has automated up to 80% of service tasks - reducing costs while preserving CX integrity.* • Achieving 95% CSAT and 78% NPS through AI-driven responsiveness and always-on availability • Reducing headcount requirements while expanding coverage and lowering cost-to-serve • Selecting the right partner through extensive proof-of-concept testing and performance validation **Mark Anthony Munsayac,** Head of Customer Experience, **Philippine Airlines**
12:00	**Industry Thought Leadership**
12:30	**Case Study** **Using AI to Improve Customer Conversations When Full Resolution Isn't in Your Control** *Exploring how Aboitiz is using AI tools to deliver stronger customer communication - even when outcomes rely on external stakeholders.* • Leveraging sentiment analysis to better understand tone, urgency and customer emotion • Equipping frontline teams with AI-powered support to tailor messaging and manage expectations • Driving trust and satisfaction through transparency and empathy when resolution is delayed **Dennis Bacea,** Head of Customer Service, **Aboitiz Land**
13:00	**Lunch Break** Take a break and use this time to network with your fellow industry peers!
	Reimagining Frontline Roles to Improve Retention, Performance & Customer Impact
14:00	**Redefining the Agent Role to Deliver Faster, More Personalised Service** • Explore how AI and automation are reshaping frontline responsibilities - and what skills now matter most • Understanding how leading teams are streamlining low-value tasks to free agents for high-impact conversations • Ensuring that job design and tooling affect speed to resolution, empathy and retention • Using role clarity and empowerment to reduce burnout and boost performance
14:30	**Panel Discussion** **Creating Career Pathways That Engage, Motivate and Retain Talent** • Building clear, progressive development tracks to support long-term employee growth • Connecting individual performance to broader business goals and customer outcomes • Empowering leaders to coach and mentor teams beyond basic KPIs • Addressing attrition by aligning roles with personal goals, recognition and purpose **Panellists:** **Rey Lim,** Division Vice President, Service Operations, **Makati Medical Center**
15:00	**Afternoon Break & Refreshments**

☕	Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!
15:30	**Case Study** **Proving the Business Value of Customer Service in a Digital-Only Bank** *Exploring how UNO Digital Bank is aligning contact centre strategy with customer growth and commercial performance in a fully digital environment.* • With service as one of its only direct customer touchpoints, UNO is transforming the role of its contact centre — not just to resolve queries, but to drive deeper engagement, retention, and customer lifetime value. • Connecting customer support insights to product, marketing and growth decisions • Elevating service from operational support to strategic revenue contributor • Measuring impact through loyalty, app engagement, and deposit growth **Sanjay Sharda,** Chief Liabilities & Customer Growth Officer, **UNO Digital Bank (tentative topic)**
16:00	**Case Study** **Preparing Frontline Teams to Use AI and Automation With Confidence and Care** *Exploring how leading contact centres are equipping agents to adopt new tools in a way that improves customer trust and service delivery.* • Building foundational digital literacy and change readiness among frontline staff • Coaching agents to use AI co-pilot tools, chatbots and automation as enablers - not threats • Ensuring consistency, empathy and accountability when service is partially automated • Addressing agent concerns about AI to drive adoption, not resistance **Jennifer Cubelo,** Head Customer Service Division and Contact Centre Management, **RCBC Bankard Services Corporation**
16:30	**Closing Remarks form the Chair and End of Conference**

Pre-Conference Day Tuesday 10 March 2026		Post-Conference Day Friday, 13 March 2026
10:00	**Morning Refreshments & Registration**	**Morning Refreshments & Registration**
10:30	**Welcome & Housekeeping Address**	**Welcome & Housekeeping Address**
	Voice of Customer Bootcamp	**Making Data Work: Turning Contact Centre Metrics Into Action, Improvement & Influence**
10:40	**Building a Voice of Customer Strategy That Drives Action** • Identifying the core elements of an effective VoC framework in contact centres • Aligning feedback programs with business objectives, not just scorekeeping • Creating ownership and accountability for acting on feedback • Avoiding common traps that make VoC programs feel performative	**Translating Contact Centre Data Into Business Influence** • Identifying the most compelling metrics and insights for cross-functional leaders • Linking service data to business outcomes like churn, loyalty and sales • Telling the story behind the numbers - and getting buy-in from senior stakeholders • Using insight to elevate the contact centre's strategic value
11:20	**Case Study** **Closing the Loop: Using Automated Feedback Systems to Build Operational Intelligence and Strengthen Customer Trust**	**Combining Operational, Experience and Agent Data for Better Decisions** • Mapping out your key data sources across service and workforce performance

	Exploring how Shakey's expanded its contact center mandate by embedding structure and intelligence into its feedback and recovery operations at scale. • Unifying service operations across voice, social, delivery, franchise, and IT channels to eliminate silos, reduce friction, and streamline resolution • Rolling out "Project Sherlock", a feedback automation initiative that enables real-time tagging, routing, and tracking of customer concerns • Transitioning public-facing customer feedback into a centralised, trackable recovery framework—boosting accountability, speed, and customer trust *The result: A more responsive, data-driven service ecosystem where every complaint becomes an opportunity to recover and improve.*	• Avoiding data silos: enabling visibility across teams and systems • Using blended insight to diagnose issues faster and prevent escalations • Building dashboards that drive action - not just reporting
12:00	**Lunch & Networking Break** Take a break and use this time to network with your fellow industry peers!	**Lunch & Networking Break** Take a break and use this time to network with your fellow industry peers!
13:00	**Engaging Agents in the Feedback Conversation** • Using customer feedback to coach, not criticise - building trust and skill • Recognising and celebrating positive feedback to drive morale • Equipping agents with the "why" behind VOC initiatives • Encouraging upward feedback from agents to improve internal processes	**Establishing a Culture of Data-Driven Decision Making** • Moving from instinct- or KPI-only decisions to insight-led management • Coaching leaders and supervisors to use data in everyday decision making • Creating feedback loops that connect analysis to frontline behaviour change • Recognising and rewarding data-informed innovation at every level
13:40	**Choosing the Right Tools and Channels to Capture VoC** • Comparing surveys, speech analytics, social listening and in-the-moment tools • Balancing structured and unstructured data sources for richer insight • Making feedback collection feel natural - not intrusive or forced • Ensuring data collection methods suit the customer journey and context	**Improving Forecasting and Planning with Historical and Real-Time Data** • Using data to better predict volume, behaviour and resource needs • Leveraging past patterns to optimise scheduling and service levels • Integrating real-time insight into WFM and operational response • Preparing for peaks and anomalies with confidence, not guesswork
14:20	**End of Pre- Event Workshop Day**	**End of Post-Event Workshop Day**