

The logo for Customer Contact Week UK Summit, featuring the letters 'CCW' in a bold, white, sans-serif font inside a white rectangular border.

CUSTOMER  
CONTACT WEEK  
UK SUMMIT

The UK's Premier Event for the CX Community

A collage of images from the event, including a man speaking, a woman drinking, and a man with a microphone, all overlaid with a purple and blue gradient.

# ELIMINATING SILOS. UNIFYING CX. CREATING HUMAN-CENTRIC EXPERIENCES

11–13 May 2026 | Novotel London West, London

HEADLINE PARTNER

NICE | COGNiGY

# WELCOME TO THE FUTURE OF CX

Dear Colleagues,

Customer channels and touchpoints are multiplying exponentially. Delivering a **unified customer experience (UCX)** is no longer a competitive advantage. It's a strategic imperative.

Today's pioneering brands understand a fundamental truth. In a marketplace defined by choice and immediacy, **customers do not distinguish between marketing, sales, service, or product**. Customer loyalty and market dominance will be rewarded to those who anticipate needs. Those who deliver personalised, seamless, and consistent experiences.

Achieving this demands visionary execution. **Real-time insight** on every interaction. An accurate **single view of the customer**. The **blend of technology and human empathy** to deliver experiences that feel effortless and truly connected. As technology advances at breakneck pace, this vision is within touching distance.

But translating CX Unification theory into reality is complex. **Organisational silos. Fragmented data. Legacy technology and disconnected systems** make gaining a single customer view challenging. **Privacy, compliance, and security constraints** add layers of complexity to personalisation. Navigating this transformation requires unprecedented **cross-functional collaboration**. Executive-level commitment to becoming truly customer-centric is essential.

Yet the rewards of mastering unified connected experiences are profound. Most importantly, exceptional CX is the strongest, most efficient channel for marketing and the strongest proponent for new business. It **creates advocacy, drives repeat purchase and builds loyalty**. Customer feedback should be at the heart of every user experience: in product design, in the digital journey, and in-store. This evolves customer relationships from transactional interactions to lasting emotional

connections. The result: **competitive differentiation, higher lifetime customer value, and accelerated product innovation**.

Join us as we bring together our community of visionaries, change agents, and practitioners committed to making Unified CX a reality. Together, we'll explore the future of connected experience. We'll identify immediate near-term opportunities. We'll turn strategy into execution.



**Hannah McKenna**  
Conference Producer



**Jessica Marriott**  
Senior Conference Producer

**YOUR 2026 SUMMIT WILL BRING TOGETHER...**



**350+**  
Attendees



**75+**  
Speakers



**200+**  
Companies



**20+**  
Sponsors

# CREATING A CONNECTED CUSTOMER JOURNEY

In 2026, the CCW UK Summit reflects the growing focus on end-to-end journeys shaped by shared insight, agile decisions and unified strategy. The summit brings leaders together across design, delivery and optimisation to drive alignment and measurable impact.



**BRAND & MARKETING | DIGITAL DESIGN & EXPERIENCE | SERVICE & OPERATIONS EXCELLENCE**



# CCW UK COMMUNITY

## BRAND & MARKETING EXPERIENCE

Customers increasingly choose brands that show **clarity, empathy** and **emotional intelligence** across every interaction. Brand influence now stretches beyond campaigns, informing how **content, design, service** and **digital** execution work together to deliver a **coherent story**. Siloed insight, slow processes and weak measurement create inconsistency that customers notice immediately. Brands that **unify data, embed brand meaning** into every channel and **align teams** to the same narrative will drive **stronger engagement** and **loyalty**. Marketing leaders must ensure experience delivery reflects brand intent in real time, creating journeys that feel **confident, consistent** and **commercially effective**.

## DIGITAL DESIGN & EXPERIENCE

Digital experience is now the primary lens through which customers judge a brand. It must feel **seamless, intuitive** and **reliable** across every channel. It requires **aligned priorities, shared insight** and **coordinated decision-making** across **product, data, design, marketing** and **service**. Many organisations still struggle with fragmented systems, variable ownership and inconsistent data, slowing innovation and personalisation. Digital leaders have a critical opportunity to unify platforms and context to design journeys that **anticipate needs, eliminate friction** and **strengthen trust**. When teams operate from the same customer understanding, digital becomes a catalyst for **better experiences** and **operational efficiency**.

## SERVICE & OPERATIONS EXCELLENCE

Customer experience is evolving rapidly as **AI adoption scales, expectations rise** and cross-functional collaboration is prioritised. Many organisations have launched AI, but most remain stuck at mid-level CX maturity due to fragmented data, disconnected operations and weak governance. The challenge is no longer experimentation; it is scaling responsibly while keeping experiences human and personalised. CX leaders must **unify insight, align teams and build governance frameworks** that **sustain value**. The path forward requires new ways of measuring success, strengthening collaboration and embedding customer-centric decision-making across the organisation to unlock **continuous improvement** and **operational excellence**.

**Cross functional job titles:** Chief Transformation Officer, Chief Customer Officer, Chief Data Officer, Chief Information Officer, VP/Director Customer Experience, Director of AI

## C-SUITE, VPS, DIRECTORS, HEADS & MANAGERS OF:

- Marketing
- Demand Generation
- Growth Marketing
- Brand
- Campaign
- Performance Marketing
- Content Marketing
- SEO/SEM
- Social Media

- Product
- Product Marketing
- UX/UI Design
- Digital Experience
- Conversion Rate Optimisation (CRO)
- Web Experience
- eCommerce
- Omnichannel
- Insight & Analytics

- Customer Insights
- Customer Care
- Customer Operations
- Contact Centre
- Service Excellence
- Voice of Customer
- Complaints
- Workforce Management
- Employee Experience

# UNIFIED PRINCIPLES

These focus areas define the critical priorities for our community, giving every team a common direction to work in alignment and deliver a seamless, unified customer experience.

## UNIFIED CUSTOMER DATA

Creating a single, connected customer view that enables faster, clearer and more aligned decision-making across the organisation

## PERSONALISATION & JOURNEY ORCHESTRATION

Designing tailored, end-to-end journeys that adapt to real customer needs and behaviours in the moment

## MEASUREMENT & PERFORMANCE

Creating clear, connected metrics that show what is working, what is not and how experience directly drives commercial value

## AI & AUTOMATION

Leveraging AI and automation to enhance speed, precision and scalability across the customer experience ecosystem

## PREDICTIVE & PRESCRIPTIVE ANALYTICS

Using forward-looking insight to anticipate customer needs and guide teams toward smarter, more accurate decision-making

## TRUST, ETHICS & PRIVACY

Ensuring data and AI are handled responsibly and transparently to strengthen trust and confidence at every customer interaction

## EXPERIMENTATION & AGILITY

Building a team that tests, learns and adapts quickly so experiences evolve at the same pace as customer behaviour

## CROSS-TEAM COLLABORATION

Aligning product, digital, marketing, design and service around shared goals so the customer receives one cohesive experience

## FUTURE EXPERIENCE INNOVATION

Exploring emerging behaviours, technologies and models to shape the next generation of customer experiences

# 2026 STAR SPEAKER



## Rory Sutherland, Vice Chairman, Ogilvy

**Join Rory Sutherland for an exclusive session exploring how behavioural science can transform customer experience by better understanding how people really think, feel and make decisions.**

This conversation will challenge traditional assumptions about rational behaviour and examine how experience design, creativity and psychology can be used to create more meaningful and effective customer journeys.

Through real world examples and thought provoking insights, Rory will reflect on how small changes in framing, language and interaction design can deliver disproportionate impact across engagement, trust and loyalty. The session will offer a fresh perspective on how organisations can design experiences that resonate emotionally as well as functionally.

**Following the session, CCW Europe Premium Members will be invited to a meet and greet and book signing of *Alchemy: The Magic of Original Thinking in a World of Mind-Numbing Conformity*.**

Rory has spent his career on the creative side of Ogilvy UK and is the founder of Ogilvy's Behavioural Science Practice. He is a celebrated writer and speaker, technology correspondent for The Spectator, former President of the IPA, TED Global speaker and co author of *Transport for Humans*. His work continues to shape how organisations think about influence, creativity and human centred experience design.



# AGENT OF THE FUTURE

**Monday 11 May 2026**

**Agent of the Future** celebrates and develops the people at the heart of customer experience. In a world of change, automation and complexity, human connection is the true differentiator. We help agents build confidence, skills and a mindset to succeed today and lead tomorrow.

This agenda brings together top talent to explore how to grow, lead and create impact in a future-ready service environment. Through stories, practical skills and shared insights, we challenge old perceptions and empower agents to shape what's next.

We're proud to support the next generation of CX, contact centre and digital service leaders. It starts here.

## TOP 5 REASONS TO SEND AN AGENT

- 1. Build Confidence in a Changing Industry:** Agents gain fresh perspectives on innovation and industry trends, leaving inspired, motivated, and ready to contribute new ideas.
- 2. Accelerate Leadership and Career Growth:** This program nurtures ambition and self-belief, enhancing leadership skills and fostering a forward-thinking approach to professional development that benefits both the individual and the team.
- 3. Enhance Emotional Intelligence and Resilience:** Expert-led sessions equip agents with practical tools to navigate challenges, strengthen communication, and build emotional resilience.
- 4. Access Mentorship and Meaningful Connections:** Participants engage with senior industry mentors and network with peers, creating lasting relationships and career-shaping guidance.
- 5. Support for Travel and Accommodation:** A bursary of up to £350 ensures all high-potential agents, including those at entry level, can attend without financial barriers.



## How to apply:

To nominate a candidate for consideration, the nominee's line manager or department leader is required to send an email **FAO Jessica Marriott** to [enquire@iqpc.co.uk](mailto:enquire@iqpc.co.uk) with the subject line 'agent of the future application'. Please include the following information: The full name, job title, and company of the proposed attendee.

This programme is invitation-only, with a maximum of 20 places available. Nominations will be reviewed upon receipt and approvals typically provided to successful candidates within 5 business days of application. Please refer to **Agent of the Future brochure for full terms and conditions.**

# UK ADVISORY BOARD

With the guidance of our advisory board, we continue to advance the customer management industry and inspire meaningful change.



**NICE | COGNiGY**

**Alan Ranger**

Vice President Marketing,  
**NiCE Cognigy**



**Hastings DIRECT**

**Alice Hunt**

Head of Technology  
Services, **Hastings Direct**



**Aymen Ismail**

Head of Customer  
Engagement Solutions,  
**smart Europe GmbH**



**Dorchester  
Collection**

**Caitlin Neary**

Director, Global Contact  
Centre, **Dorchester  
Collection**



**LES MILLS**

**Carl McCartney**

Global Head of Sales  
Education, **Les Mills**



**GET  
YOUR  
GUIDE**

**Doug Casterton**

former Head of  
Operational Excellence,  
**GetYourGuide**



**experian.**

**Emma Wardle**

Director of Customer  
Service Operations UK&I  
Customer Servicing,  
**Experian**



**Danica Pension**

**Jann Hoffmann**

Head of Contact Centre,  
**Danica Pension**



**ENGAGING  
INTERACTIONS**

**Jen Brown**

Director, Marketing  
Consultancy, **Engaging  
Interactions**



**Katalin Fritz**

Chief Customer & People  
Officer, **Marley Spoon**



**Flutter™**  
UK & IRELAND

**Kayle Rattigan**

Head of Safer Gambling  
Operations, **Flutter UK&I**



**founever™**

**Maria Harju**

EVP, Enterprise Standards  
and Global Clients,  
**Founever**



**energcity**

**Meko Elmekawy**

Chief AI & Digital  
Innovation, **energcity**



**TUI**  
Live Happy

**Ramón Delima**

Global Director, Customer  
Services, **TUI**



**CCW** CUSTOMER  
CONTACT WEEK  
EUROPE

**Sandro Percuoco**

**CCW Europe Advisory  
Board**



**GENESYS™**

**Zaheer Gilani**

Director Strategy and  
Business Development,  
**Genesys**



# PREVIEW OF INDUSTRY EXPERT SPEAKERS



**Stuart Trevor**  
Founder, **All Saints**



**Claudia Nicholls**  
Chief Customer Officer,  
**Simplyhealth**



**Hady Khalaf**  
Chief Capability Officer,  
**Bel**



**James Hewitson**  
Managing Director Head  
of Customer Support,  
**HSBC**



**Tim Hulbert**  
Managing Director,  
Global Head of Insight  
and Planning, **Standard  
Chartered Bank**



**Louise Phillips**  
Vice President – Customer  
Centres, **Virgin Atlantic**



**Neil Ellett**  
Vice President of  
Customer Support, **Bolt**



**Malcolm Dunn**  
Vice President Customer  
Operations and Balances,  
**OVO**



**Pardeep Duggal**  
Global Marketing & Digital  
Director, **Bupa**



**Jon Wells**  
Director Customer  
Contact, **Carnival UK (P&O  
Cruises & Cunard)**



**Hamish Rickman**  
European Marketing  
Director, **Samsung**



**David Enwright**  
Marketing Director, **Post  
Office**



**Sharon Braude**  
Global Group Project  
Director-CRM, **Virgin  
Active**



**Alexandra Lund**  
Director of Trade  
Marketing, **Asahi UK**



**Emma Wardle**  
Head of Customer  
Operations (Consumer  
Services UK&I), **Experian**



**Paul Dongha**  
Head of Responsible AI  
& AI Strategy, **NatWest  
Group**



# PREVIEW OF INDUSTRY EXPERT SPEAKERS



**Stephanie Gordon**  
Head of Global CX,  
Wayfair



**Darci Dutcher**  
Director of Product Design  
and User Research,  
The Financial Times



**Lottie Hippisley**  
Brand Marketing Manager,  
Print & Partnerships,  
Ocado Retail



**David Jones**  
Head of Consumer UK,  
PayPal



**Brian Flanagan**  
Head of Public Websites,  
HSBC



**Costa Delis**  
Customer Experience  
Director UK, JLR



**Ashish Morjaria**  
Head of CX  
Transformation, National  
Grid UK



**Alex Hornby**  
Commercial & Customer  
Director, Northern Railway



**Sarah Durber**  
Head of Customer  
Success Operations,  
PensionBee



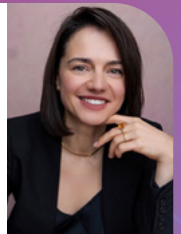
**Charlton Clarke**  
Customer Experience  
Director, Les Mills



**Francesca Rea**  
Director of Customer  
Operations, NewDay



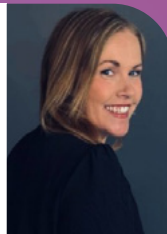
**Eve Kolesova**  
Marketing & Category  
Management Director,  
Henkel



**Anna Gradil**  
Director Seller Growth  
& CX, Depop



**Holly McKinlay**  
Director of Strategic  
Communications &  
Brand, WWF



**Kit Wilson**  
Director of Customer and  
Developer Services, Dŵr  
Cymru Welsh Water

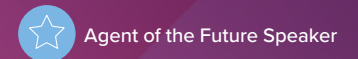






















**Andy Harrison**  
Senior Manager,  
Vulnerable Consumers  
Lead, Fidelity International





# PREVIEW OF INDUSTRY EXPERT SPEAKERS



 <p><b>Abdul Khaled</b> Head of Digital   Customer Experience &amp; Digital Products, <b>E.ON Next</b></p> 	 <p><b>Jo Foxall</b> Customer Experience Director, <b>Transport for Wales</b></p> 	 <p><b>Martin Harrison</b> Director – Customer Development, <b>McCain Foods</b></p> 	 <p><b>Zack Wragg</b> Senior Product Owner – Digital Commerce Transformation, <b>Merlin Entertainments</b></p> 
 <p><b>Lyndsey Hutchinson</b> Head of Complaints, <b>E.ON Next</b></p> 	 <p><b>Barry Cooper</b> Head of Customer Success, <b>Smart Currency Exchange</b></p> 	 <p><b>Bukola Odunaiya</b> Senior Partner Marketing, <b>Expedia Group</b></p> 	 <p><b>Sakina Mirza</b> Commercial Strategy Analyst, <b>British Airways</b></p> 
 <p><b>Aimie Jago</b> Global Senior CX &amp; Service Excellence Manager, <b>Vodafone</b></p> 	 <p><b>Fola Olafare</b> Senior Contact Centre Delivery Manager, <b>Transport for London</b></p> 		

“Customer experience is fundamental to us. It fuels advocacy and powers our inorganic growth – a critical factor in earning regulator trust and demonstrating our ability to scale responsibly. It has proven to be one of our core enablers of success.”

**Joe Richardson**, Director of Operations, Octopus Energy



# WORKSHOPS

8.30  
–  
9.30

## WORKSHOP REGISTRATION & NETWORKING BREAKFAST

9.30  
–  
10.45

### WORKSHOP A PREPARING YOUR TEAM FOR AI-DRIVEN CUSTOMER OPERATIONS

As AI reshapes customer operations, organisations must ensure their people are equipped to grow alongside the technology. This session explores practical approaches to building foundations for AI adoption, upskilling teams, and redeploying talent to maximise ROI, while balancing automation with human capability to deliver customer-first outcomes.

- Build the right foundations for AI adoption without rushing implementation
- Upskilling teams to adapt and thrive in an AI-enhanced environment
- Redeploy talent to maximise return on investment and operational impact
- Balance automation with human capability to maintain empathy and quality in customer experiences

**Barry Cooper, Head of Customer Success,  
Smart Currency Exchange**

### WORKSHOP B ASK ONCE: BUILDING A TRULY CONNECTED SERVICE EXPERIENCE AT SCALE

Creating seamless, connected customer journeys is essential to reducing frustration and improving satisfaction. This session explores how to align organisation structures, processes, and data to ensure customers never have to repeat themselves and journeys feel consistently connected.

- Redesign organisation structures, processes, and data flows to deliver seamless, connected experiences
- Embed KPIs and operating models to reduce deep detraction, strengthen frontline engagement, and drive accountability across markets
- Apply AI, frontline listening, and cross-market collaboration to break operational silos and deliver an effortless, unified customer experience

**Jordan Anglin, Global Channels Excellence Manager,  
Vodafone Group**

**Aimie Jago, Senior CX & Service Excellence Manager,  
Vodafone Group**

### WORKSHOP C POWERING PROACTIVE CX: HOW OVO ENERGY IS USING AI TO PREDICT AND PREVENT CUSTOMER PAIN

Proactive customer service is key to turning reactive support into a competitive advantage. This session examines how to use AI to anticipate and resolve issues before they reach the customer, while fostering a culture of execution, innovation, and empathy.

- Use AI to identify and resolve issues before they reach the customer, transforming reactive support into proactive service
- Embed a culture of execution and innovation to unite technology, operations, and people around a common goal of better outcomes
- Deliver impact at scale while keeping empathy and human connection at the heart of every customer interaction

**Malcolm Dunn, VP Customer Operations  
and Balances, OVO**

10.45  
–  
11.05

## REFRESHMENTS & NETWORKING

# WORKSHOPS

11.05  
–  
12.20

## WORKSHOP D RESPONSIBLE AI THAT CUSTOMERS ACTUALLY TRUST

Most organisations talk about AI ethics and transparency, but very few get it right. Poorly implemented AI can break trust overnight. This session shows how leading organisations are designing AI that earns loyalty while staying ethical.

You will leave with actionable tools and frameworks to implement responsible AI that strengthens customer confidence and mitigates risk.

- Identify the decisions that prevent bias and ensure fairness in AI models
- Learn frameworks for clear and transparent AI communications
- Map ethical and compliance risks before they impact your CX
- Gain practical steps to balance automation with privacy and control

## WORKSHOP E TURNING DATA INTO EXPERIENCE DESIGN

Great experiences are built on understanding what customers feel, need and do. This practical workshop explores how to turn voice-of-the-customer feedback, behavioural analytics and real-time signals into clear, actionable improvements across the journey. Participants will learn how to move from raw insight to intuitive, personalised design choices that reduce effort and strengthen satisfaction.

- Connect insight from multiple systems to identify behavioural patterns and journey friction points
- Practise translating data into journey enhancements, content improvements and targeted interventions
- Leave with a simple framework for turning insight into action and designing more intuitive, personalised experiences

## WORKSHOP F TURNING CX AND BRAND INTO PERFORMANCE LEVERS FOR GROWTH

Customer experience and brand are no longer separate disciplines—they are core drivers of sustainable growth. This session explores how organisations combine advanced insight, experience design and real-time behavioural understanding to create journeys that build long-term demand. Participants will learn how technology, data and intelligent delivery can strengthen trust, deepen engagement and turn CX and brand into measurable performance engines.

- Connect brand strategy, journey design and behavioural insight to create experiences that fuel long-term demand
- Use technology, data and intelligent delivery to strengthen trust and deepen customer engagement
- Apply practical methods for transforming CX and brand into clear, measurable performance levers

12.20  
–  
13.20

## NETWORKING LUNCH

“What moves the needle is daily collaboration across teams, partners, and suppliers – all obsessing over the details that matter to customers. When experience improves, satisfaction increases. And with it, loyalty, reputation, and everything else that keeps the business moving forward.”

Danny Gonzalez, Chief Digital and Innovation Officer, LNER

# WORKSHOPS

## WORKSHOP G

### UNLEASHING THE HUMAN + AI SUPERTeam

AI is taking over repetitive tasks, but how you evolve your people defines the winners. This session reveals how top-performing organisations are redesigning roles, workflows, and measurement to empower hybrid teams and unlock new value.

In this workshop you will:

- Build hybrid workforce strategies that amplify both humans and AI
- Redesign frontline roles to focus on high-value customer interactions
- Develop coaching, skills, and mindsets for empowered agents
- Create seamless workflows where humans and AI collaborate naturally
- Measure productivity, performance, and experience across Human+AI teams

You will leave with a blueprint to transform your workforce into a high-performing human+AI operation.

13.20  
–  
14.35

## WORKSHOP H

### AUTONOMOUS AND AGENTIC AI. WHAT THE 5% ARE DOING RIGHT

95% of AI initiatives are stalling, while a small group of leaders are already achieving measurable outcomes such as faster deployments, stronger containment, and effortless scale. What exactly are they doing differently?

This interactive session introduces new findings from Cognigy's Agentic Vanguard research and shows how autonomous AI is transforming both voice and digital channels today.

In this workshop you will:

- Identify the critical choices that separate successful AI programs from expensive pilots
- Understand how autonomous voice and task automation are improving real customer interactions
- Explore the new operating model where AI agents and humans work together effectively
- Leave with practical frameworks to reduce risk and accelerate time to value

You will walk away with refreshed strategies, new tools, and a clear blueprint to join the 5% who are making agentic AI real, not experimental.

**Alan Ranger, VP Marketing, NiCE Cognigy**

## WORKSHOP I

### FUTURE-PROOFING CX WITH THE NEXT WAVE OF AI

The AI landscape is changing faster than most organisations can keep up. Voice-first, multimodal, and generative AI are reshaping what customers expect. This session equips you to harness emerging trends before they disrupt your CX.

In this workshop you will:

- Explore the AI trends that will define CX in 2026 and beyond
- Assess how voice-first automation is changing customer interactions
- Deliver hyper-personalisation at scale while safeguarding privacy
- Adapt to new customer behaviour driven by generative AI
- Prepare a roadmap to integrate future AI capabilities without disruption

You will leave with actionable strategies and a forward-looking plan to make AI work for your organisation, not the other way around.

14.35  
–  
14.55

## REFRESHMENTS & NETWORKING



# WORKSHOPS

## UNLOCK THE POWER OF AI ACROSS THE CUSTOMER JOURNEY

Join a masterclass to explore how AI can transform the entire customer journey. Join peers to benchmark, discover best practices, and build a personalised roadmap to **mature your AI capabilities** at every stage of the customer journey. From foundational initiatives to advanced, fully integrated AI strategies, we will guide you through each stage of maturity to maximise impact.

15.00  
–  
16.15

### MASTERCLASS A MARKETING & DIGITAL PROFESSIONALS

Optimising customer acquisition and engagement

### MASTERCLASS B CUSTOMER SERVICE & OPERATIONS PROFESSIONALS

Enhancing customer retention and lifetime value

16.15  
–  
17.15

## WELCOME RECEPTION

Join us at our welcome party to kick off the summit with an evening of drinks, canapés and engaging conversations. A setting to meet new peers, spark new connections and set the tone for the days ahead.



# SUMMIT DAY ONE

8.00  
–  
9.00

## REGISTRATION & NETWORKING BREAKFAST

9.00  
–  
9.05

## CHAIRPERSON'S OPENING REMARKS

9.05  
–  
9.25

## STAR SPEAKER RORY SUTHERLAND, VICE CHAIRMAN, OGILVY

Explore how behavioural science can be applied to customer experience by understanding how people actually think, feel and make decisions. Rory Sutherland challenges rational, process-led CX thinking and shows how psychology, creativity and behavioural insight can be used to design journeys that influence behaviour and improve outcomes. Using real-world examples, Rory examines how small changes in framing, language and interaction design can deliver outsized impact across engagement, trust and loyalty, offering practical inspiration for designing experiences that work emotionally as well as functionally.

9.25  
–  
10.00

## PANEL DISCUSSION: NAVIGATING AI REGULATION: BUILDING TRUST AND VALUE WITH RESPONSIBLE AI

AI is reshaping customer experience, service design and operational strategy, but organisations must balance innovation with trust, transparency and growing regulatory expectations. With the EU AI Act setting a new benchmark for governance, leaders are asking how to deploy generative and agentic AI in a way that is safe, compliant and commercially meaningful.

This panel brings together experts who are setting the standards for responsible AI in major UK institutions.

- Embed responsible AI across an organisation in practical and sustainable ways
- Navigate regulatory expectations while supporting innovation
- Ensure fairness, auditability and customer trust in GenAI and agentic AI
- Align ethics, risk and strategy with meaningful business outcomes

**Paul Dongha, Head of Responsible AI & AI Strategy, NatWest Group**



“Eye opening conference with many talented speakers and industry experience, better content than professional courses.”

**Eva Palfi, Alcon, Head of Customer Operations**



# SUMMIT DAY ONE

10.00  
–  
10.25

## PLENARY PRESENTATION: AGENTIC AI IN THE REAL WORLD. ENABLING VALUE ACROSS THE CUSTOMER JOURNEY

Agentic AI is supporting customers across their entire lifecycle, from early buying decisions to loyal advocacy post purchase. This session features a leading brand sharing how AI is shaping both experience and growth in the moments that matter most.

- Guide customers during awareness and purchase with real time support
- Streamline transactions and resolutions by automating end to end tasks
- Strengthen loyalty and retention through proactive assistance
- Empower operational teams with insights that drive continuous improvement

Gain a practical view of the impact agentic AI is already having today, and what is needed to unlock its full value across the journey.

**Alan Ranger, VP Marketing, NiCE Cognigy**

**Client speaker to be announced**

10.25  
–  
11.00

## REFRESHMENTS & NETWORKING

## RORY SUTHERLAND MEET & GREET & BOOK SIGNING





# SUMMIT DAY ONE

## TRACK A: BRAND EXPERIENCE & MARKETING

### PANEL DISCUSSION: PEOPLE, PRODUCT, PROCESS: REFRAMING SUPPORT AS A GROWTH ENGINE

As customer journeys become more fluid, the real differentiator is not the strength of individual channels but the ability of teams to operate as one. This session explores how people, culture, product and operations come together to build seamless, human-centred journeys and how brand awareness can be a growth driver.

- Enable cross-functional decision-making through human-centred cultures and shared outcomes
- Create a unified, organisation-wide view of the customer that aligns marketing, digital, product and service
- Reframe support and operations as strategic drivers of trust, loyalty and conversion
- Connect people, product and process design to remove friction and strengthen journey continuity

**Anna Gradil**, Director Seller Growth & CX, **Depop**

**David Enwright**, Marketing Director, **Post Office**

**Pardeep Duggal**, Global Marketing & Digital Director, **Bupa**

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### PANEL DISCUSSION: PURPOSE MEETS PRODUCT: HUMAN-CENTRED CUSTOMER EXPERIENCE ACROSS DIFFERENT INDUSTRIES

In a world where customers can choose almost any product or service with a click, trust and emotional connection are more important than ever. This session explores how organisations that lead with purpose and authenticity can turn transactions into relationships, creating loyalty that lasts beyond a single purchase. Explore how human-centred approaches, storytelling, and values-driven strategies can inspire both teams and customers, making purpose a tangible driver of business success.

- Explore the contrast between purpose-driven and transactional business models in shaping customer experience
- Identify shared challenges and strategies for building loyalty and lifetime value across industries
- Inspire teams and customers through human-centred, experiential approaches that drive engagement and build lasting relationships
- Strengthen trust by aligning brand values with everyday customer interactions across all touchpoints

**Charlton Clarke**, Customer Experience Director, **Les Mills**

**Lottie Hippisley**, Brand Marketing Manager, **Ocado**

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### 11.00–11.25 PRESENTATION: FROM INSIGHT TO GROWTH: OPERATIONALISING CX TO BREAK DOWN SILOS & DRIVE BUSINESS IMPACT

Many organisations struggle to turn CX insight into action. Silos hinder strategy scaling. Explore how to unite teams, create commercial value from insight, and embed CX into growth.

- Create a single end-to-end journey view that aligns every function, exposes friction, and builds shared accountability
- Translate insight into action by applying practical frameworks that secure stakeholder buy-in
- Prove CX value by linking improvements to commercial drivers such as retention and lower service costs

**Abdul Khaled**, Head of Digital | Customer Experience & Digital Products, **E.ON Next**

### 11.25–11.50 PRESENTATION: BALANCING EMPATHY & AUTOMATION: SUPPORTING VULNERABLE CUSTOMERS AT SCALE

As more interactions go digital, organisations face a new challenge: ensuring vulnerable customers feel seen, supported, and protected. Learn how HSBC blends predictive analytics and automation with a deeply human approach to care

- Identify and support vulnerable customers using AI-driven insight
- Empower colleagues with automation while maintaining emotional connection
- Embed empathy and regulatory fairness across large-scale hybrid support teams

**James Hewitson**, Managing Director, Head of Customer Support, **HSBC**

11.00  
–  
11.50

# SUMMIT DAY ONE

## TRACK A: BRAND EXPERIENCE & MARKETING

### PRESENTATION: AI FOR MARKETING: ACCELERATING RELEVANCE, CREATIVITY AND COMMERCIAL PERFORMANCE

As marketers push to deliver more personalised and impactful campaigns across fragmented channels, AI has become essential for speed, scale and precision. This session explores how organisations use generative and predictive AI to transform workflows, optimise campaigns in real time and create more relevant, emotionally intelligent brand experiences.

- Accelerate creative and campaign development through automated content creation, testing and optimisation
- Use predictive and generative AI to deliver personalised journeys that lift engagement and conversion
- Unite data, insight and creative workflows into one intelligent ecosystem that strengthens marketing performance

11.55  
–  
12.20

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### PRESENTATION: TURNING SIGNALS INTO STRATEGY: USING DATA, JOURNEYS AND INSIGHT TO PROVE CX VALUE

With budgets under pressure, CX teams must demonstrate clear links between experience improvements and measurable commercial outcomes.

- Examine how unified engagement platforms transform journey and VOC data into actionable insight that highlights where value is gained or lost
- Learn how to activate real time personalisation across messaging and digital channels to strengthen customer loyalty and intent
- Identify methods for connecting CX performance indicators to business results to guide smarter prioritisation and investment decisions

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### PRESENTATION: SCALING SERVICE WITHOUT COMPROMISE: HUMAN EXPERTISE AND AI ENABLED DELIVERY

Organisations increasingly rely on CX partners who can combine skilled human support with advanced technology to deliver consistent, flexible, and high quality service globally.

- Explore how modern BPOs use automation, AI insight, and multilingual capability to elevate frontline performance and operational reliability
- Learn how AI assisted agents and rapid channel deployment models enable partners to scale service while maintaining empathy and quality
- Identify lessons from large scale CX operations on balancing efficiency with human connection during periods of transformation



# SUMMIT DAY ONE

## TRACK A: BRAND EXPERIENCE & MARKETING

12.25  
–  
12.50

### FIRESIDE CHAT: BRIDGING EMOTIONAL & FUNCTIONAL EXPERIENCES – DESIGNING BRAND MOMENTS THAT TRULY CONNECT

Customers expect seamless functionality but remember the moments that feel human, personal and emotionally meaningful. This fireside chat explores how to blend storytelling, usability and service design to create experiences that work flawlessly while building trust and emotional resonance.

- Combining brand narrative, behavioural insight and functional design to create credible, meaningful moments in high-trust environments
- Designing for key “moments of truth” that shape customer memory, loyalty and emotional connection
- Building a 3D brand experience that balances cultural nuance, usability and stakeholder needs across clients, colleagues and regulators

**Tim Hulbert, Managing Director, Global Head of Insight and Planning, Standard Chartered Bank**

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### PRESENTATION: DRIVING 99% DIGITAL ADOPTION WITHOUT LOSING THE HUMAN TOUCH

Practical strategies to achieve high levels of digital self-service while maintaining strong customer trust and experience. Digital adoption only succeeds when customers feel guided, empowered, and genuinely cared for at every step.

- Build customer confidence in digital journeys through intuitive design and proactive support
- Supercharge adoption with effective knowledge management and dedicated digital coordinators
- Balance automation with clear, compassionate escalation paths for complex or sensitive needs

**Francesca Rea, Director of Customer Operations, NewDay**

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### PRESENTATION: MODERNISING A PREMIUM CUSTOMER CONTACT: VIRGIN ATLANTIC'S AI AND AUTOMATION JOURNEY

For premium brands, technology must enhance the experience, not replace it. Virgin Atlantic's journey shows how AI can strengthen emotional connection while improving operational performance. This session reveals how service was modernised without losing the signature Virgin touch.

- Use AI to elevate service and meet customers in their preferred channels
- Overcome legacy complexity with an automation roadmap that improves routing and supports agents
- Balance customer value, commercial performance, and responsible automation in high-emotion travel journeys

**Louise Phillips, Vice President – Customer Centres, Virgin Atlantic**

12.50  
–  
13.50

## NETWORKING LUNCH

“As a truly global brand, we're proud to deliver iconic products around the world – but meaningful service requires much more than reach. It demands that we thoughtfully, consistently honour local nuances and emotional context to make each interaction feel personal and human.”

**Stijn Bannier, Global Digital Product Director, Adidas**



# SUMMIT DAY ONE

## TRACK A: BRAND EXPERIENCE & MARKETING

### MASTERCLASS A: SCALING RELEVANCE: REAL-TIME PERSONALISATION THAT ADAPTS TO EVERY CUSTOMER MOMENT

Customers now expect brands to recognise their needs instantly and tailor journeys across every touchpoint. This session explores how teams use personalisation engines to deliver dynamic, AI-powered experiences that adjust in real time to behaviour, context and intent, strengthening engagement and improving conversion.

- Activate real-time personalisation across channels using behavioural, contextual and predictive signals
- Run rapid experimentation and optimise journeys continuously to improve relevance and performance
- Create adaptive content and recommendations that scale effortlessly across marketing, digital and product environments

13.50  
–  
14.35

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### MASTERCLASS B: INTELLIGENT DISCOVERY: USING AI-POWERED SEARCH TO REDUCE FRICTION AND IMPROVE JOURNEY PERFORMANCE

Customers expect to find answers, products and content instantly, yet many digital journeys still break at the point of discovery. This session explores how cognitive search platforms use AI to understand intent, personalise results and surface the most relevant information, reducing friction and strengthening both self-service and conversion.

- Use AI-driven intent recognition to improve product discovery, content search and customer support experiences
- Personalise results by combining behavioural signals with unified customer insight
- Reduce friction, call volume and drop-off by delivering faster, more accurate and more intuitive search experiences across channels

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### MASTERCLASS C: REBUILDING THE MODERN CONTACT CENTRE: A BLUEPRINT FOR SCALABLE, AI READY CX

As customer expectations continue to rise, organisations need cloud-based platforms that can adapt quickly, integrate AI effectively, and support consistent service at scale.

- Illustrate how an integrated cloud contact centre can increase efficiency, reduce fragmentation, and support more proactive, value-adding customer engagement
- Learn how embedded AI improves routing, reduces wait times, and boosts both customer satisfaction and operational productivity
- Identify key considerations when modernising legacy estates, including migration planning, workforce optimisation, and cross channel visibility

14.35  
–  
14.55

## REFRESHMENTS & NETWORKING

“We have two key ambitions. First, to resolve customer issues at the first touchpoint through smart AI-driven routing. And second, to back our agents with tools that build confidence and capability. It’s about fewer transfers, faster support, and a better experience for everyone involved.”

**Paulette Toynton**, MD, Global Head of Channel Servicing & Customer Care Strategy, HSBC

# SUMMIT DAY ONE

## TRACK A: BRAND EXPERIENCE & MARKETING

### MASTERCLASS A: CUSTOMER-CENTRIC PRODUCT STRATEGY AND TURNING INSIGHT INTO IMPACT

Product, brand and shopper behaviour now intersect more tightly than ever. Winning in this environment requires decisions grounded in real customer insight. In this session, Alexandra Lund shares how Asahi transforms behavioural data into product strategy, activation planning and commercial impact across both digital and physical touchpoints.

- Using behavioural and shopper insight to validate ideas, reduce risk and prioritise investment
- Aligning trade, sales, marketing and loyalty teams around a single view of the customer
- Building customer-led activations that strengthen brand connection and deliver measurable commercial performance

**Alexandra Lund, Director of Trade Marketing, Asahi**

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### MASTERCLASS B: MOVING BEYOND STATIC ANALYTICS – USING AI TO UNDERSTAND REAL CUSTOMER SIGNALS

As AI reshapes how customers search, evaluate and make decisions, organisations must evolve beyond static analysis and fragmented data/insight. Explore how predictive models, generative tools and adaptive intelligence can create a more accurate, dynamic and actionable understanding of customer behaviour.

- Understanding how AI is transforming customer discovery and the risk of relying on outdated systems
- Use AI to enhance measurement and interpretation while preserving the value of human judgement and context
- Build flexible, team specific intelligence that delivers reliable, relevant customer signals rather than depending on a single analytical view

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### MASTERCLASS C: ONE SOURCE OF TRUTH: CREATING THE FUTURE OF MULTIMODAL EXPERIENCE

Transport for Wales has been tasked by the Welsh Government with a once in a generation transformation, bringing together fragmented systems, channels and service modes into one seamless, multimodal platform. Creating a single source of truth for customers and colleagues is essential to improving accessibility, operational efficiency and trust. As AI increasingly shapes digital experiences, TfW is ensuring that technology empowers people, keeping human in the loop at the core of future mobility.

- Unify data, channels and transport services to achieve a single customer view across a diverse network
- Overcome organisational and cultural challenges that come with multimodal transformation at national scale
- Embed responsible AI that augments customer support while maintaining empathy and human oversight

**Jo Foxall, Customer Experience Director, Transport for Wales**



“The event was excellent from start to finish.”

Lee Moore, Barclays, Head of Client Satisfaction

# SUMMIT DAY ONE

## TRACK A: BRAND EXPERIENCE & MARKETING

### MASTERCLASS D: FINDING THE REAL INSIGHT – TURNING SHOPPER BEHAVIOUR INTO CATEGORY GROWTH

Brands have more data than ever, yet often struggle to uncover the motivations and behaviours that truly drive category performance. In this session explore how to move beyond surface-level numbers to understand why customers act the way they do, and how those deeper insights inspire innovation, activation and real commercial growth.

- Blending market data, retail media signals and shopper research to uncover the real drivers behind customer decisions
- Learning from case studies where behaviour-led insight reshaped category strategy and delivered surprising commercial results
- Strengthening decision-making by aligning shopper, category, brand and CX teams around a shared, insight-led approach

**Eve Kolesova, Marketing and Category Management, Henkel**

14.55  
–  
15.45

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### MASTERCLASS E: BEHAVIOURAL INSIGHT AS THE MISSING LINK IN CUSTOMER EXPERIENCE

Most organisations rely on demographic profiling, yet the behaviours, motivations and contexts that drive real customer decisions often tell a completely different story. In this session, Sanika Mirza explores how behavioural science can transform segmentation, journey design and cross-functional decision-making to create experiences that reflect what customers actually need and do.

- Shifting from surface-level profiles to deeper behavioural insight to detect friction, personalise intelligently and design better journeys
- Using behavioural science, motivation mapping and real-world context to align marketing, product and service around customer needs
- Building a unified, insight-led experience strategy that improves customer outcomes and strengthens organisational decision-making

**Sakina Mirza, Commercial Strategy Analyst, British Airways**

15.45  
–  
16.00

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### MASTERCLASS F: FROM TRANSFORMATION TO TRUE EXPERIENCE: THE NEXT PHASE OF CONTACT CENTRE EVOLUTION

Many organisations have modernised their contact centres with new technology, channels, and AI. But the real question remains: has the customer experience actually improved?

- Explore how to shift from internal transformation to customer-visible impact
- Learn how aligning digital and contact centre teams can create seamless, end-to-end customer experiences
- Reimagine the often-overlooked post-booking servicing journey as a driver of loyalty and satisfaction

**Jon Wells, Director Customer Contact, Carnival UK (P&O Cruises & Cunard)**

## REFRESHMENTS & NETWORKING

“There are so many different companies here from varied backgrounds, varied industries – and there’s lots of similarities in terms of challenges and lots of opportunities. This is not the first [CCW] event I’ve been to, so the fact I’m back here again tells you how good these sessions really are.”

**Zoe Spurgeon, Vice President Operations, Smartest Energy**



# SUMMIT DAY ONE

16.00  
–  
16.25

## PRESENTATION: DESIGNING CUSTOMER EXPERIENCE AROUND CUSTOMER LIFETIME VALUE: WAYFAIR'S DATA-LED MAKEOVER

Many companies focus on transactions, but Wayfair recognised that long-term customer value should shape the way they design experiences. By unifying data and building a customer lifetime value model, they transformed how they prioritise journeys, deploy AI, and reduce contact demand. This session takes the audience through their journey of using data to make smarter decisions, deliver better service, and align teams around measurable customer impact.

- Build and operationalise a customer lifetime value model that shapes service design, journey strategy, and transformation priorities
- Scale AI from virtual assistants to agent co-pilots while protecting experience quality, first contact resolution, and brand trust
- Reduce global contact demand by 30 percent by unifying data, eliminating systemic root causes, and aligning teams around NPS and customer lifetime value impact

**Stephanie Gordon, Head of Global CX, Wayfair**

16.00  
–  
16.25

## PANEL: THE HUMAN-TECH EQUATION: BUILDING FUTURE-READY CUSTOMER-CENTRIC ORGANISATIONS

Discover how organisations across industries are combining human insight and technology to deliver exceptional customer experiences at scale. This panel explores strategies to align people, processes, and systems for adaptable, efficient, and human-centred operations.

- Reimagine customer operations by blending human intuition with intelligent automation to deliver consistent and empathetic experiences
- Align culture, capability, and leadership to thrive in a digital and automated world
- Design resilient systems that are flexible and data-driven, evolving continuously with customer expectations

**Neil Ellett, Vice President of Customer Support, Bolt**

**Emma Wardle, Director of Customer Service Operations UK&I Customer Servicing, Experian**

**Ashish Morjaria, Head of CX Transformation, National Grid**

17.00  
–  
17.25

## PRESENTATION: UNLOCKING REAL-TIME CUSTOMER UNDERSTANDING WITH CONNECTED DATA & INTELLIGENT ORCHESTRATION

Customers expect seamless, relevant experiences cross every touchpoint, but most organisations still struggle with fragmented data, inconsistent profiles and disconnected teams. The session explores how leading brands are unifying data into a single, intelligent profile that powers personalisation, journey orchestration and real-time decision making across marketing, digital, product and data.

- Create one unified customer view that connects data across channels, systems and teams to power real-time personalisation
- Activate insight through intelligent orchestration that adapts journeys instantly based on behaviour, context and intent
- Strengthen collaboration and commercial performance by giving marketing, digital, CX and product teams access to the same actionable intelligence

17.25  
–  
17.30

## CHAIRPERSON'S CLOSING REMARKS

17.30  
–  
18.30

## DRINKS RECEPTION

Unwind after a day of sessions with drinks and networking. Connect with speakers, peers and partners in a vibrant atmosphere designed to continue the conversations that matter.

# SUMMIT DAY TWO

8.15 – 9.00	<b>REGISTRATION &amp; NETWORKING BREAKFAST</b>
9.00 – 9.05	<b>CHAIRPERSON'S OPENING REMARKS</b>
9.05 – 9.30	<p><b>PRESENTATION: CUSTOMER-FIRST AI: HOW SIMPLYHEALTH TRANSFORMED EXPERIENCE, EFFICIENCY AND ENGAGEMENT AT SCALE</b></p> <p>For a 153-year-old organisation like Simplyhealth, innovation is survival. Facing rising customer expectations and legacy processes, Simplyhealth embarked on an AI-led transformation that elevated experience and empowered employees. This session shows how they integrated AI purposefully, improved efficiency, and created a culture where technology enables people.</p> <ul style="list-style-type: none"> <li>• Drive organisational transformation by grounding AI strategy in purpose, customer outcomes, and healthcare accessibility to break the traditional link between growth and cost</li> <li>• Deliver AI that enhances experience and efficiency with results including same-day claims, 5-minute wait times, 100 percent QA automation, and record CSAT</li> <li>• Empower people through change with a business readiness model and multi-skilling approach enabling a 40 percent role shift without redundancies</li> </ul> <p><b>Claudia Nicholls, Chief Customer Officer, Simplyhealth</b></p>
9.30 – 10.00	<p><b>PANEL DISCUSSION: FRONTLINE PERSPECTIVES – ADAPTING AND THRIVING IN EVOLVING CUSTOMER SERVICE</b></p> <p>Customer service is advancing at an unprecedented pace, and agents are at the heart of that transformation. This session gives an unfiltered look at how frontline teams are responding to new technologies, shifting customer expectations, and the pressures of a rapidly changing environment.</p> <p>Agents will share the strategies, skills, and resilience that allow them to deliver outstanding service every day. From managing complex interactions to finding innovative ways to solve problems, this discussion highlights both the challenges and the creativity that define modern customer service roles.</p> <ul style="list-style-type: none"> <li>• Hear agents' stories of adaptation, problem-solving, and daily victories in a fast-moving environment</li> <li>• Explore how frontline teams balance efficiency, empathy, and innovation to meet customer needs</li> <li>• Understand the personal and professional resilience required to thrive under continuous change</li> </ul> <p><b>Alan Ranger, VP Marketing, NiCE Cognigy</b> <b>Agent of the Future panellists to be announced soon</b></p>
10.00 – 10.25	<p><b>PRESENTATION: UNIFYING DATA, INSIGHT &amp; EXPERIENCE: BUILDING THE INTELLIGENCE LAYER FOR MODERN CUSTOMER JOURNEYS</b></p> <p>Most organisations still struggle with fragmented data and inconsistent profiles, limiting their ability to personalise and orchestrate journeys. This session explores how brands are unifying behavioural, transactional and engagement data into a single customer view that powers real-time decisions across marketing, digital, product and service.</p> <ul style="list-style-type: none"> <li>• Creating one unified customer profile by connecting data across channels, systems and lifecycle stages</li> <li>• Activating insight through real-time decisioning and audience orchestration that adapts instantly to behaviour and intent</li> <li>• Improving collaboration and commercial impact by giving all teams access to the same actionable intelligence</li> </ul>
10.25 – 11.10	<b>REFRESHMENTS &amp; NETWORKING</b>

# SUMMIT DAY TWO

## TRACK A: BRAND EXPERIENCE & MARKETING

### PANEL DISCUSSION: AGENTIC AI FOR GROWTH: SAFER, SMARTER AND MORE SEAMLESS CUSTOMER JOURNEYS

AI-powered automation is rapidly moving from assistance to autonomy in consumer journeys, reducing effort, boosting conversion and enabling new commercial models. With opportunity also comes risk, so trust, transparency and behavioural change must be re-examined.

This session will explore:

- Explore real progress toward personalised experiences that drive measurable outcomes
- Connect AI with service, product, digital and operational functions to create seamless journeys
- Identify where automation is appropriate and where human judgement still matters
- Design journeys that customers love, not just journeys that function

Expect actionable insight on delivering growth while keeping autonomy safe and genuinely customer-centred.

**David Jones, Head of Consumer UK, PayPal**

11.10  
–  
12.00

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### 11.10-11.35 PRESENTATION: BUILDING GLOBAL CRM STRATEGY THAT DELIVERS REAL ROI AND CROSS-MARKET ALIGNMENT

Virgin Active is transforming CRM globally, unifying data and teams across federated markets. Sharon Braude shares how a customer-centric CRM strategy is driving alignment, securing senior buy-in and delivering measurable commercial value.

- Deliver consistent CRM experiences across multiple territories through a unified process
- Align marketing, data, legal, privacy and IT around shared governance and clear responsibilities
- Demonstrate ROI and engagement gains to build stakeholder advocacy and drive investment opportunities

**Sharon Braude, Global Group Project Director, CRM, Virgin Active**

### 11.35-12.00 PRESENTATION: REIMAGINING DIGITAL ENGAGEMENT: STOP TRYING TO DRIVE WHAT ALREADY EXISTS

Most customers already prefer digital channels. The opportunity is in making those journeys simple, intuitive and effective.

- Optimise digital journeys for ease, confidence and self-service across all customer segments
- Reduce reliance on higher-cost support by removing friction and failure points
- Use completion and drop-off data to continuously improve digital performance

**Andy Harrison, Senior Manager, Vulnerable Consumers Lead, Fidelity International**

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

HOSTED BY  
**NICE | COGNIFY**

### PANEL DISCUSSION: WHERE HUMANS THRIVE. DESIGNING THE AI ENABLED CONTACT CENTRE

AI is changing the role of the contact centre, enabling people to focus on what they do best, building human connection, resolving complexity and strengthening customer confidence.

As automation scales, the priority becomes designing an environment where AI and people work together to deliver better outcomes.

This conversation explores how to shape a contact centre where technology enhances human capability, supports frontline teams and maintains trust at scale.

Uncover strategies to:

- Reshape skills, roles and workforce strategy as automation grows
- Use data to close the loop and improve every interaction
- Combine intelligent automation with empowered people for stronger outcomes
- Safeguard governance and trust to ensure responsible deployment

**Fola Olafare, Senior Contact Centre Delivery Manager, Transport for London**



# SUMMIT DAY TWO

## TRACK A: BRAND EXPERIENCE & MARKETING

### PRESENTATION:

#### TURNING CUSTOMER INTENT INTO IMMEDIATE GROWTH

As customers move fluidly between channels, organisations need technology that detects intent instantly and triggers personalised actions that lift conversion and loyalty. This session explores how to unify signals, automate decisions and activate high-value journeys at speed.

- Capture demand instantly using behavioural triggers, predictive scoring and automated workflows
- Deliver personalised lifecycle and commerce journeys that boost conversion, re-engagement and long-term value
- Align marketing, CRM, digital and product teams around one real-time engine that executes consistently across channels

12.05  
–  
12.30

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### PRESENTATION:

#### POWERING CONNECTED EXPERIENCES WITH DIGITAL CONTINUITY

As customer journeys expand across channels and devices, organisations need a unified system to deliver consistent, personalised and high-performing digital experiences at scale. This session explores how integrated experience platforms bring content, data and design together to create seamless, agile ecosystems for marketing, digital and product teams.

- Uniting content management, personalisation, analytics and journey orchestration to deliver consistent experiences across all touchpoints
- Empowering teams with a single platform that accelerates delivery, reduces operational complexity and improves digital agility
- Strengthening commercial performance through scalable design systems, real-time optimisation and connected experience delivery

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### PRESENTATION:

#### BEYOND AUTOMATION. BUILDING AI THAT DELIVERS BUSINESS OUTCOMES

AI is evolving from a support tool to a strategic driver of operational and commercial performance. This session focuses on what is required to unlock that shift.

Explore ways to:

- Connect AI agents with business data and systems to unlock new capabilities
- Transform service from reactive resolution to proactive experiences
- Measure success with next generation KPIs focused on autonomy and preference
- Scale value across digital and voice journeys with proven operating models

Speaker: NICE Cognigy



# SUMMIT DAY TWO

## TRACK A: BRAND EXPERIENCE & MARKETING

### PRESENTATION: HARNESSING AI TO REDEFINE MODERN MARKETING: GLOBAL BEST PRACTICE

As AI reshapes how brands create, target and optimise content, marketing teams face a pivotal moment: move beyond efficiency and use AI to unlock new levels of creativity, relevance and personalisation. In this session, Hamish shares how Samsung is pioneering AI-driven marketing across Europe, transforming campaign development, content creation and customer engagement through scalable, bespoke and insight-led innovation.

- Use AI to accelerate creative development, generate adaptive content and deliver personalised campaigns that scale across markets
- Rethink the end-to-end marketing process by combining data, behavioural insight and generative tools to increase relevance and impact
- Apply global best practice from Samsung to build responsible, future-ready marketing operations that strengthen brand distinctiveness and customer connection

**Hamish Rickman, European Marketing Director, Samsung**

12.35  
–  
13.00

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### PRESENTATION: RAVE RESULTS: EMPOWERING PEOPLE TO DELIVER OUTSTANDING CUSTOMER EXPERIENCES

When customers are frustrated, it is often the people and processes behind the scenes that determine whether that frustration turns into loyalty or churn. At E.ON Next, they faced a major challenge: NPS scores were in the negative, and positive experiences were few and far between. This session tells the story of how they identified root causes, empowered employees, and created a culture where every interaction counts.

- Explore how E.ON Next moved NPS from -40 to +6 and doubled positive customer experiences by identifying root causes and resolving issues efficiently
- Uncover how the RAVE programme equips colleagues to deliver brilliant conversations, show accountability, and directly enhance the customer experience
- Embed accountability, cross-functional collaboration, and continuous improvement to consistently elevate CX outcomes

**Lyndsey Hutchinson, Head of Complaints, E.ON Next**

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### PRESENTATION: HUMAN-LIKE AUTOMATION. DELIVERING SEAMLESS SERVICE AT SCALE

Customers want support that feels straightforward, natural and reliable. Agentic AI is bringing that experience to every channel.

Discover how to:

- Handle open-ended conversations that customers prefer
- Design lifelike experiences that build trust in automation
- Deploy across channels and learning from results in the real world
- Evolve workforce strategy and culture to unlock long term value

“Great discussions around AI, CX and the real impact on the contact centre and customer support world, real exchanges and real people.”

**Valentina Cesani, Rail Europe, Chief Customer & Operating Officer**



# SUMMIT DAY TWO

13.00  
–  
14.00

## NETWORKING LUNCH

### TRACK A: BRAND EXPERIENCE & MARKETING

#### PANEL DISCUSSION A: DESIGNING CONNECTED CUSTOMER JOURNEYS THROUGH SHARED INSIGHT AND COLLABORATION

As journeys become more fluid and cross-functional, the challenge is less about individual channels and more about how teams work together. This session explores how shared data, joined-up decision-making and cultural alignment enable organisations to design coherent, human-centred experiences end to end.

- Move from isolated ownership to shared decision-making and joint accountability across functions
- Align teams around a single, consistent view of the customer to improve clarity and focus
- Connect data, priorities and culture so journeys feel seamless from the customer's perspective, not the organisation's structure.

**Brian Flanagan**, Head of Public Websites, **HSBC**

**Darci Dutcher**, Director of Product Design and User Research, **The Financial Times**

**Holly McKinlay**, Director of Strategic Communications, **WWF**

### TRACK B: DIGITAL DESIGN & EXPERIENCE

#### ROUNDTABLE DISCUSSION B: REBUILDING TRUST THROUGH DIGITAL EXPERIENCE: SERVING CUSTOMERS IN A NEW ERA

Trust and emotional connection are the foundation of resilient customer relationships. As digital service becomes the norm, organisations must communicate transparently, design for reassurance, and respond with empathy. This roundtable explores how leaders protect trust during transformation and ensure that every change strengthens, rather than risks, customer confidence.

- Lead transformation while protecting public trust
- Communicate change to support environmental and customer value goals
- Modernise internal platforms and services under operational and public pressure

**Kit Wilson**, Director of Customer and Developer Services, **Dŵr Cymru Welsh Water**

### TRACK C: SERVICE & OPERATIONS EXCELLENCE

#### PANEL DISCUSSION C: PUTTING CX AND PERSONALISATION ON THE BOARDROOM AGENDA

CX initiatives often fail not because of lack of strategy, but because they never reach the decision-makers who can fund and prioritise them. This panel explores how leading CX and data professionals translate insights into boardroom action, create measurable ROI, and turn pilot projects into organisation-wide change.

- Investigate how CX and data leaders secure board-level buy-in, demonstrate measurable ROI, and build organisational confidence
- Turn small, high-impact use cases into proof points that drive departmental alignment and cultural change

**Zack Wragg**, Senior Product Owner–Digital Commerce Transformation, **Merlin Entertainments**

**Martin Harrison**, Director – Customer Development, **McCain Foods**

“The keynote speakers have been absolutely amazing. It's been really thought provoking and stimulated discussion with new people I've had the pleasure of meeting.”

Lee McIntosh, Team Leader, BT



# SUMMIT DAY TWO

## TRACK A: BRAND EXPERIENCE & MARKETING

### ROUNDTABLE DISCUSSION D: HUMAN CREATIVITY IN AN AI-DRIVEN MARKETING WORLD

As AI reshapes content creation, targeting and optimisation, marketers are redefining what creativity means. Explore the human elements that remain essential, judgement, storytelling, cultural insight. Discover how AI can build on these strengths to deliver more relevant and authentic campaigns.

- Balance human creative direction with AI powered execution to create intelligent, customer centred journeys
- Use generative and predictive tools to scale personalisation while protecting brand voice and emotional resonance
- Combine behavioural insight and cultural context with AI to design campaigns that feel distinctive, relevant and human

**Bukola Odunaiya, Senior Partner Marketing, Expedia Group**

14.00  
–  
14.40

## TRACK B: DIGITAL DESIGN & EXPERIENCE

### ROUNDTABLE DISCUSSION E: BRINGING CUSTOMER EXPERIENCE TO LIFE: COMBINING DATA AND ON-THE-GROUND INSIGHTS

Data tells you what customers do, but real interactions tell you why. This session explores how blending analytics with real frontline observation creates richer understanding, better organisational alignment, and more meaningful CX improvements.

- Explore how first-hand customer experience complements data to drive meaningful CX improvements
- Discover strategies for embedding a customer-first mindset across complex operations
- Uncover ways to turn CX insights into growth opportunities while aligning stakeholders and teams

**Alex Hornby, Commercial & Customer Director, Northern Railway**

14.40  
–  
14.50

## REFRESHMENTS & NETWORKING

### PRESENTATION: LEADING WITH PURPOSE – CULTURE, SUSTAINABILITY AND THE FUTURE OF CUSTOMER EXPERIENCE

In this fireside chat, Stuart Trevor explores how leadership, culture and sustainability shape the modern customer experience. Drawing on decades of brand-building, he discusses what it takes to empower teams, break down silos and create organisations where customer-centric thinking becomes second nature. Stuart also unpacks how responsible innovation and sustainable principles strengthen brand trust, employee engagement and long-term commercial performance.

**Stuart Trevor, Founder, All Saints**

14.50  
–  
15.20

## TRACK C: SERVICE & OPERATIONS EXCELLENCE

### ROUNDTABLE DISCUSSION F: CULTURE FIRST – LAYING THE FOUNDATIONS FOR CONTACT CENTRE TECH INNOVATION

Technology alone does not transform customer experience, culture does. At JLR, the focus was on building trust, reshaping perceptions of efficiency, and engaging frontline teams to realise the true benefits of innovation. Hear the story of laying the cultural groundwork that allowed technology to thrive, enabling teams to deliver higher-touch service and embrace transformation confidently.

- Build trust within your team as the foundation for successful tech adoption
- Reframe efficiency: moving from “efficiency = job cuts” to “efficiency = more high-touch service”
- Shape frontline teams’ role in realising the benefits of transformation

**Costa Delis, Customer Experience Director UK, JLR**

# SUMMIT DAY TWO

## CLOSING KEYNOTE

### THE COLLABORATIVE C-SUITE: UNIFYING LEADERS AROUND THE END-TO-END JOURNEY

To close the day, senior leaders spanning the full customer journey will come together to share a unified view of what it truly takes to build an organisation centred around one customer, one journey and one shared purpose. This forward-thinking panel explores how collaboration at the top transforms decision making, experience and long-term commercial growth.

15.20  
–  
15.50

- Why a single shared view of the customer is becoming a strategic necessity for modern enterprises
- How C-suite alignment accelerates innovation, simplifies and strengthens end-to-end delivery
- What the next generation operating model looks like when cross-functional leadership work as one

Hady Khalaf, Chief Capability Officer, **Bel**

15.50  
–  
15.55

## CHAIRPERSON'S CLOSING REMARKS

15.55

## END OF SUMMIT



# VENUE & PRICING



## Novotel London West

**Address:** 1 Shortlands Hammersmith International Centre, London W6 8DR

**Phone:** +44 (0) 20 8741 1555

**Reservation method:** Reserve your room by clicking on the reservation link below. We have reserved a selection of rooms at a discounted group rate, subject to availability.

**Group rate:** From £215 per night, including breakfast, WiFi and VAT.

### Brand-Side Customer Experience Leaders\*

Book and pay by 16th January 2026\*\* **£1,699 + VAT**

**SAVE £600**

Standard Price **£2,299 + VAT**

### Solution Providers and Consultants

Book and pay by 27th March 2026 **£2,599 + VAT**

**SAVE £500**

Standard Price **£3,099 + VAT**

### Group Discounts

3 for 2 across all brand-side professional packages

*\*CCW Europe reserves the right to verify eligibility. To qualify for these prices, attendees must represent a brand-side organisation*

*\*\*To qualify for early booking discounts, payment must be received by the early booking deadline*





CUSTOMER  
CONTACT WEEK  
UK SUMMIT

Hosted by:

NICE | COGNIFY

# AGENT OF THE FUTURE

**11 MAY 2026** | Novotel London West, London

“The Agent of the Future Day has been an educational and amazing experience. Hearing about all the initiatives which are currently in development regarding AI and the impact that it will have was a true eye opener on what to expect for the future. I would recommend everybody to attend the Agent of the Future Day if given the chance!”

Mike van der Nat, Previous Agent of the Future Attendee



# WELCOME

## Dear CCW Europe Community,

As customer expectations rise and the contact centre landscape evolves, agents are no longer just frontline responders. They are **brand ambassadors, problem-solvers, and tomorrow's leaders.**

**Agent of the Future** is designed to **recognise and nurture** the individuals at the heart of customer experience. In a world shaped by change, automation, and complexity, human connection remains the ultimate differentiator. That is why we are investing in agents' growth, helping them **build the confidence, skills, and mindset to excel today and lead tomorrow.**

This immersive learning experience brings together standout talent from across the industry to explore what it means to grow, lead, and **make a lasting impact** in a future-ready service environment. Through storytelling, skill-building, and shared insights, we will challenge outdated perceptions and empower agents to shape what comes next.

We are proud to support the next generation of CX, contact centre, and digital service leaders, and it all starts here.

**We look forward  
to welcoming you  
to London!**



**Jessica Marriott**  
Senior Conference Producer



# WHAT IS INCLUDED?

## BURSARY:



Since entry level and in-training employees are rarely granted budget to attend external events, every Agent of the Future attendee is entitled to a bursary up to the limit of £350. This bursary is designed to cover accommodation and travel expenses for the attendee throughout the course of the Summit. Claims are submitted post-event and must be accompanied by itemised expenditure and receipts for each transaction.

## CCW UK SUMMIT ACCESS:



Complimentary access to the main Summit days (12-13 May) and evening networking drinks receptions.

## PROFESSIONAL HEADSHOT:



Every participant has the option to have a professional digital headshot taken at the event and will receive this post-event.

## PERSONAL BRANDING:



Participants have the opportunity to get expert advice on how to elevate their professional presence and impact.

## DEDICATED CONTENT:



Development-focused sessions for professional growth, offering practical skills, insights, and strategies to maximise your impact.





# AGENDA AT A GLANCE

## Monday 11<sup>th</sup> May

12.00 – 12.20	REGISTRATION
12.20 – 13.20	<b>NETWORKING LUNCH:</b> MENTORSHIP MEET-UP: CONNECT, LEARN & GROW
13.20 – 13.25	CHAIRPERSON'S OPENING REMARKS
13.25 – 13.35	<b>ICEBREAKER:</b> IF I COULD AUTOMATE ONE THING...
13.35 – 14.00	<b>PRESENTATION:</b> INTELLIGENT CX: SUCCEEDING IN THE AGE OF AI & HUMAN CONNECTION
14.00 – 14.35	<b>ROUNDTABLE:</b> DESIGN YOUR FUTURE: CRAFTING A CAREER THAT FITS YOUR AMBITION
14.35 – 14.55	<b>REFRESHMENTS &amp; PROFESSIONAL HEADSHOTS</b>
15.00 – 15.30	<b>WORKSHOP:</b> THRIVING THROUGH CHALLENGES: HARNESSING EMPATHY AND EMOTIONAL INTELLIGENCE
15.30 – 16.10	<b>PANEL DISCUSSION:</b> ASK THE EXPERTS: REAL TALK ON CAREER GROWTH IN CX
16.10 – 16.15	CHAIRPERSON'S CLOSING REMARKS
16.15 – 17.15	<b>WELCOME PARTY</b>

## EXTRA OPPORTUNITY

### BE A VOICE ON THE MAIN STAGE

A select number of agents will have the chance to join a panel on summit day two, sharing real-world experiences, insights, and perspectives from the frontline of customer service.



# HOW TO APPLY?

To nominate a candidate for consideration, the nominee's line manager or department leader is required to send an email FAO **Jessica Marriott** to [enquire@iqpc.co.uk](mailto:enquire@iqpc.co.uk) with the subject line 'Agent of the future application'.

Please include the following information: The full name, job title, and company of the proposed attendee along with a brief overview of why the proposed attendee will benefit from attendance.

## TERMS

- **Attendee profile:** Please note, this is by invitation only and places are limited to one agent per company. Participants should be agents (or equivalent) considered to be high potential future leaders in the customer management field, who are actively involved in the day-to-day use of CX technology
- **Eligibility:** CCW Europe reserves the right to review and confirm the eligibility of the proposed attendee
- **A maximum of 20 positions are available:** Please ensure that you have received a confirmation email from our customer service team to confirm your attendees place, prior to making travel and accommodation bookings. Reimbursements for travel and accommodation up to £350 will only be made to attendees in receipt of a booking confirmation email
- **Cancellations:** Should the attendee be unable to join the event, an alternative suitable attendee may take their place. Should a suitable replacement not be found, the attendee's business will be liable for the travel and accommodation expenses

