



CUSTOMER
CONTACT WEEK
EXECUTIVE EXCHANGE
EMERGING TECH™

FEBRUARY 4-6, 2026 • MISSION BAY RESORT • SAN DIEGO, CA

WHERE INNOVATION MEETS EXECUTION

DON'T JUST RESPOND TO CHANGE—LEAD IT.



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WHERE INNOVATION MEETS EXECUTION

DON'T JUST RESPOND TO CHANGE—LEAD IT.

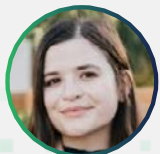
The future of service and experience is being written in real time, and 2026 is your moment to shape it— the **CCW Emerging Tech Executive Exchange** is where to start. Connect with peers, hear from practitioners, and uncover strategies that move beyond the hype to deliver real, scalable results.

Throughout the week, we'll tackle the critical questions and themes that shape the future of your customer contact and experience strategies:

- How can you evolve tools + tech from pilot into hard, scalable results that drive measurable ROI?
- How can you unlock data to orchestrate next-generation, seamless, and personalized experiences from the inside out?
- What's the best approach to leveraging AI to amplify human potential while leading human-centered workforce transformation?

Join trailblazing leaders to pressure-test strategies, explore practical use cases, and learn from organizations redefining customer and employee experiences. From foundational automation to frontier AI to change management and workforce enablement, this event meets you wherever you are on your digital transformation journey and equips you to lead boldly—because no journey looks exactly the same.

We hope you leave ready to harness AI, elevate human potential, and lead the workforce of the future.



Felicity Martin
Research Analyst & Program Manager
Customer Management Practice



WHY ATTEND?

At the CCW Emerging Tech Executive Exchange, every element is designed to spark real transformation through peer-to-peer networking, actionable insights, and access to the technologies and strategies shaping the future of work and experience. This exclusive forum connects senior CX, digital, IT, and operations executives who are reimagining the role of AI, automation, and human potential in driving business success.



CONNECTIONS THAT COUNT

The invitation-only format ensures high-impact, peer-to-peer connections with senior executives leading customer, employee, and digital transformation. Engage in candid discussions, exchange cross-industry insights, and build relationships that accelerate innovation and outcomes.



CONVERSATIONS THAT MOVE THE NEEDLE

Dive into dynamic Think Tanks, benchmarking exchanges, and panel discussions tackling today's most pressing challenges: from integrating AI responsibly to enhancing personalization, optimizing operations, and unlocking human potential in a tech-driven world. Walk away with strategies and frameworks to future-proof your organization.



PARTNERSHIPS WITH PURPOSE

Gain a curated meeting itinerary aligned to your strategic priorities and business goals. Skip the noise and connect directly with solution providers who can accelerate your transformation journey.



WHO WILL YOU BE ATTENDING WITH?

At CCW Executive Exchange, we hand-pick each delegate to ensure an exclusive environment for high-level discussion and strategic insight. Attendees are carefully qualified based on seniority, strategic influence, and budget authority, guaranteeing an elite network of peers driving innovation in CX. Engage in meaningful, outcome-oriented discussions with top CX executives who share your challenges and priorities.

KEY QUALIFICATIONS



Active project requirements with solution needs

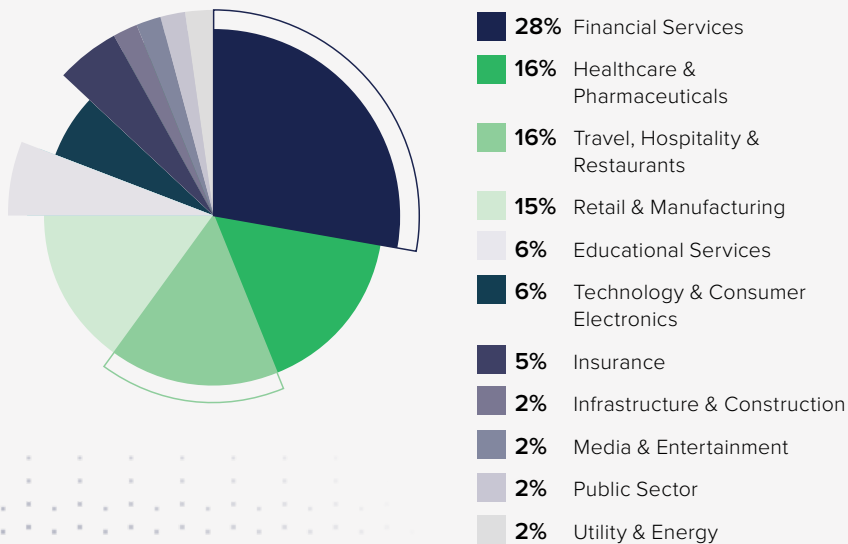


Directly controls or influences budgetary decisions

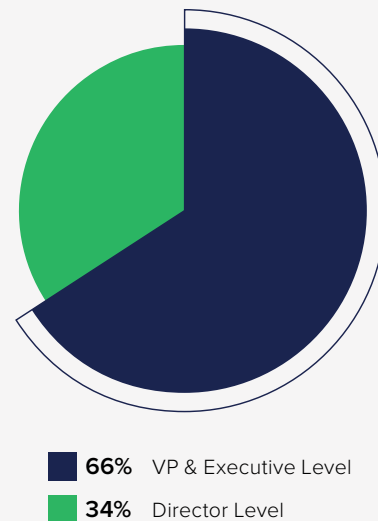


Directly controls or influences CX, customer contact operations strategy

INDUSTRY*



SENIORITY*



**data compiled from 2024 CCW Executive Exchange attendee profiles*

JOB TITLES

C-Suite:

Chief AI Officer
Chief Customer Officer
Chief Data Officer
Chief Digital Officer
Chief Experience Officer
Chief Information Officer
Chief Innovation Officer
Chief Marketing Officer
Chief Technology Officer
Chief Transformation Officer

VPs & Heads of:

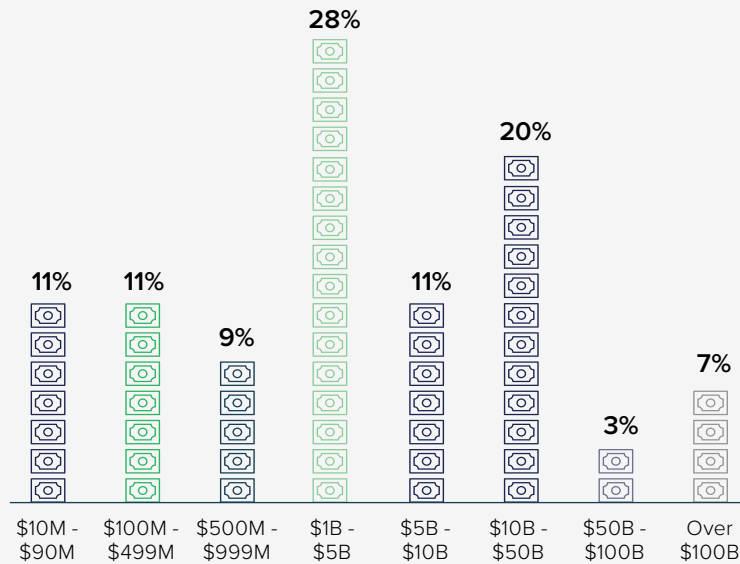
AI
Analytics
Business Insights
Call Center
Client Services
Customer Care
Customer Experience
Customer Operations
Customer Success
Contact Center
Customer Engagement
Customer Service
Data Analytics
Digital Strategy
eCommerce
Emerging Technology
Employee Engagement
Innovation
Insights
Information
IT
Learning & Development
MarTech
Omnichannel
Product
Technology
Training and Development
User Experience
Voice of Customer
Workforce Management
Workplace Innovation/Experience



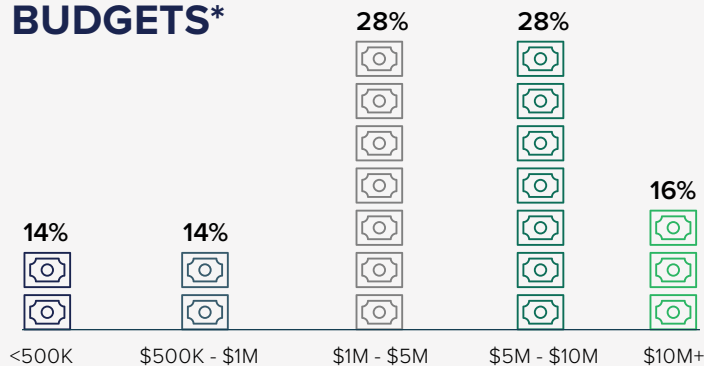
I would recommend [CCW Executive Exchange] to anyone that is looking for collaborating, networking, and understanding the best technology that's out there."

- Head of Customer Care Center, **Atlantic Union Bank**

ANNUAL COMPANY REVENUE

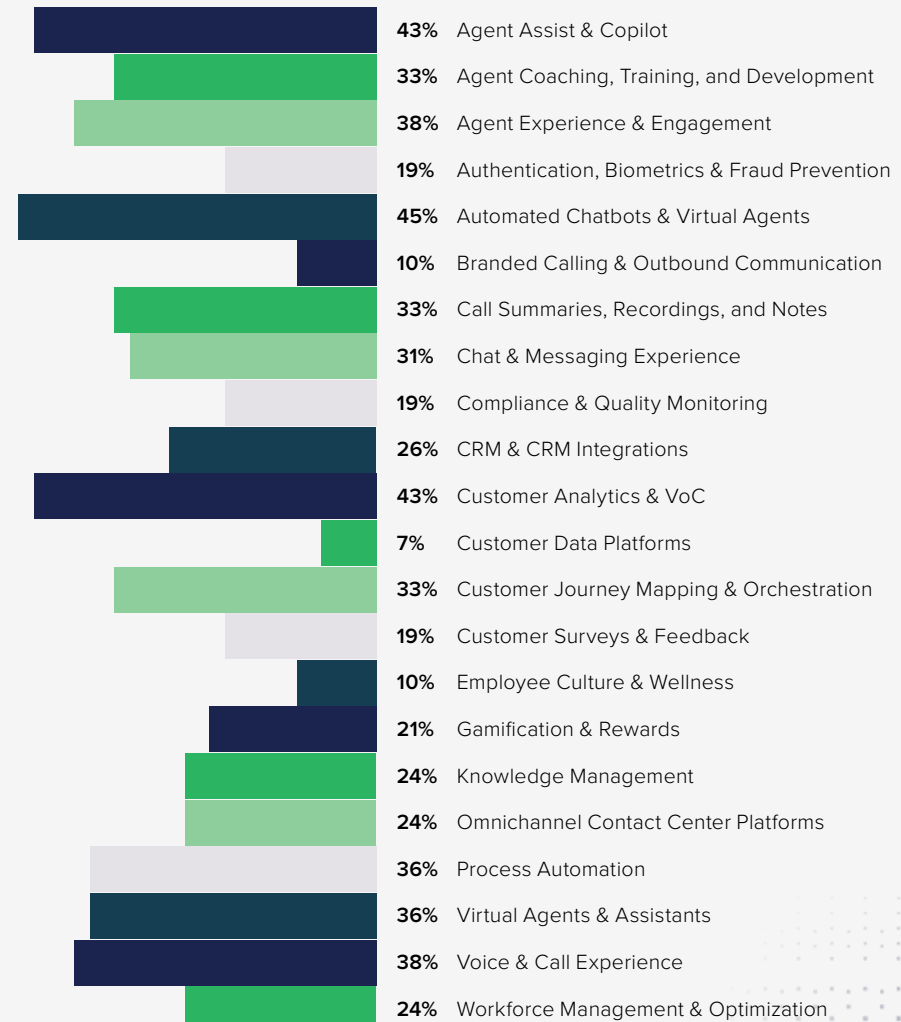


INVESTMENT BUDGETS*



*data compiled from 2024 CCW Executive Exchange attendee profiles

TOP INVESTMENT PRIORITIES IN 2026



According to CMP Research's 2025–2026 Customer Contact Benchmarking Report, these priorities are shaping the future of customer operations and experience.

Automation & AI-Powered Efficiency



74% of leaders are investing in automation powered by AI to drive efficiency and reduce operational costs.



Over **50%** prioritize AI-driven self-service, including chatbots, intelligent IVRs, and knowledge systems to meet rising customer expectations.

Data-Driven Personalization & Predictive CX

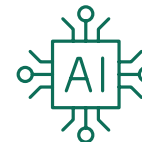


Customer analytics and real-time agent assist tools are critical for delivering personalized, predictive service at scale.



Data activation and GenAI integration are accelerating, but many organizations still face challenges in execution and scalability.

Empowered Teams, Elevated Experiences

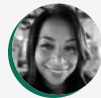


Upskilling and employee engagement are essential as agent roles evolve in AI-augmented environments.



Leaders aim to boost self-service adoption while preserving trust and delivering seamless CX.

2025 CCW ADVISORY BOARD



Shawn Alexander
VP, Consumer Customer
Success Operations
Verizon



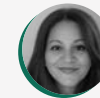
DB Banerjee
VP, Strategic Segment
Observe.AI



Natalie Beckerman
EVP, Chief Business Officer
iQor



Colleen Beers
Chief Commercial Officer
TPG, Inc.



Anastasia Bellos
SVP, Global Market Leader
Alorica



Jaysa Boyer
Head, Employer Engagement
Ultimate Medical Academy



Darnell Brooks
Director, Operations
Process and Strategy
The Home Depot



Geoff Burbridge
Managing Vice President,
Customer Channels
Horizontal Services
Genesys



Tyler Carpenter
Product Success Partner
Content Guru



Cheryl China
SVP, Retail &
Citizens Access Servicing
Citizens Bank



Michelle Cooper
CMO
NICE



Brandon Darrington
VP for Internal Medicine,
Executive Administrator for
Clinical Affairs and
Administration
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VP, Operations,
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Wes Dudley
VP, Customer Experience
Broad River Retail



Jenn MacIver Edwards
VP, Customer Experience
Five9



Lance Gruner
Former EVP,
Global Customer Care
Mastercard



Jennifer Hanson
Director, Customer
Experience
Andersen Windows



Jennifer Harrington
VP Marketing,
Demand Generation
Genesys



Shep Hyken
Chief Amazement Officer
Shepard Presentations, LLC



Lydia James
Founder, Chief
Transformation Officer
The Pivot Solutions Group



Mark Killick
SVP, Experiential Operations
Shipt



Mario Matulich
President
**Customer Management
Practice**



Adam McCreery
Director, CX
DraftKings, Inc.



Sean Minter
Founder and CEO
AmplifAI



Sam Nader
Senior Director Business
Transformation & Enablement
Target



Thomas Nusspickel
Chief Operating Officer
Universal Account Servicing



Anne Palmerine
VP, Customer Engagement
and Enrollment Services
UPMC Health Plan



Ricardo Parodi
VP, Customer Experience
Marriott



Amy Payne
VP, Global Customer,
Partner & Events Marketing
Talkdesk



Deana Perrin
Former Senior Director,
Customer Experience
Blue Shield of California



Becky Ploeger
Global Head of Reservations
& Customer Care
Hilton



Robert Schoenfield
EVP of Licensing &
Partnerships
Krisp



Troy Shaffer
VP, Contact Center
Operations
SCAN Health Plan



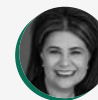
Gadi Shamia
CEO
Replicant



Mariano Tan
President & CEO
Prosodica



Vince Trotter
SVP, Client Success
National Debt Relief



Monica Vasquez
SVP, Director,
Truist Care Center
Truist



Karen Vaughn
Senior Director,
Consumer Care
Nike

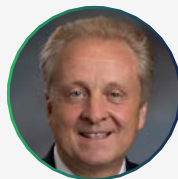


Ron Zanders
VP, Customer Success
Operations
Verizon

MEET OUR INDUSTRY LEADERS AND INNOVATORS



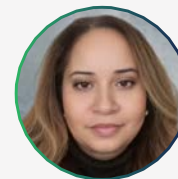
Gabriel Guerrero
Chief Information Officer
Hertz



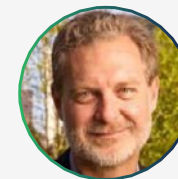
Richard Wiedenbeck
Chief AI Officer
Ameritas



Kartik Misra
Vice President, Head,
MarTech Product
Management
Walmart



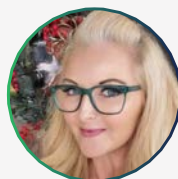
Nina Edwards
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Technology & Innovation
Prudential Financial



Brett Pollak
Executive Director,
Workplace Technology &
Infrastructure Services
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David Gise
SVP, Head of Hospitality &
Amenities, Head of AI
RXR



Nancy-Ellen Martin
Director, Customer Service
ThredUp



Kent Lawson
Senior Director, Global CX
Hollister Incorporated



Sagarika Prusty
Director, Data Analytics
Quince



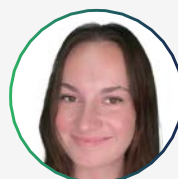
Neil Keene
Director of
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Mohammed Quadri
Vice President,
Strategy, Academics,
Research and Innovation
**Hackensack Meridian
Health**

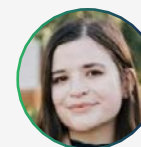


Omid Toloui
Adjust Professor &
Industry Expert
**UCLA Anderson School
of Management**



Audrey Steeves
Content Analyst
**Customer Management
Practice**

Interested in speaking?



Felicity Martin
Research Analyst & Program Manager
Customer Management Practice

EMAIL FELICITY



AGENTIC AI • GENERATIVE AI • INTELLIGENT AUTOMATION

Emerging Technologies: From Hype to Hard Results

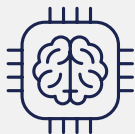
AI is no longer a futuristic promise—it's a competitive necessity. Step beyond the headlines and explore how generative AI, intelligent automation, and more are transforming CX & EX for real-world impact. Learn from trailblazing organizations about what works, what's next, and how to scale innovation responsibly across your operations. This track is for leaders ready to turn tools into measurable results.



JOURNEY ORCHESTRATION • DATA-DRIVEN DECISIONING • PERSONALIZATION AT SCALE

Data & Orchestration: Designing the Next-Gen Experience

Data is the fuel, and orchestration is the engine, of the next frontier of CX. Unlock the power of data-driven decisioning and intelligent orchestration to create seamless, personalized experiences across every channel. Discover how to connect insights, automate workflows, and orchestrate journeys that anticipate customer needs in real time and meet them where they are—before they even ask. This track is your blueprint for building the next-generation CX engine.



WORKFORCE ENABLEMENT + MANAGEMENT • AGILITY & GROWTH • CHANGE MANAGEMENT

Human + AI: Leading the Augmented Workforce

Technology may accelerate change, but people power it. Explore strategies for designing human-centered, AI-enabled workplaces that elevate employee experience, engagement, and performance. This track is for leaders focused on workforce transformation that drives both operational excellence and lasting human impact.



Navigate three days of sessions across technology, data, and people-powered strategies. From strategy and operational excellence to responsible leadership, this program is designed to help you align your learning with the priorities that matter most.

DAY 1 SET THE STRATEGIC VISION

Define your enterprise roadmap for the year ahead by exploring long-term strategy, the rise of the AI-first organization, and the evolution of next-generation experience platforms that separate hype from reality.

- OPENING EXECUTIVE PANEL | Defining the AI-First Enterprise: Strategy, Culture, and the Next Era of Innovation
- CASE STUDY | Agents of Change: How Agentic AI is Rewriting the CX Playbook
- THINK TANK | Cracks in the Code: Tech Reality Check

DAY 2 DRIVE WORKFORCE TRANSFORMATION

Uncover how human-AI collaboration, adaptive coaching, and continuous reskilling are shaping the future of work. Examine real-world case studies showcasing innovative approaches to execution and experience design.

- EXPERT PANEL | Add to Cart: AI-Powered Retail Engagement
- THINK TANK | Beyond the Numbers: Mitigating Data Hallucination & Bias
- EXECUTIVE FORUM | Learning Lab: L&D for AI Adoption

DAY 3 LEAD WITH PURPOSE + RESPONSIBILITY

Explore frameworks for responsible and ethical innovation that balance progress with trust, empathy, and governance—tying together the week's insights to ground transformation in humanity.

- CCWOMEN IN TECH PANEL | Future in Focus: Defining the Future of Tech
- EXECUTIVE FORUM | Responsible AI in Action: Governance, Trust, and Ethics
- CCW DIGITAL DEEP DIVE | What's Next: 5 Non-Negotiables for the Future of Customer Contact

Immerse yourself in three days of strategic learning, peer exchange, and high-impact networking.

DAY 1

WEDNESDAY, FEBRUARY 4, 2026

- 10:30 AM **CHECK-IN OPENS + COFFEE**
- 11:00 AM **EXCHANGE ORIENTATION + OPENING REMARKS**
- 11:15 AM **CMP RESEARCH SIGNATURE STUDY**
- 11:40 AM **OPENING EXECUTIVE PANEL**
- 12:30 AM **NETWORKING LUNCH**
- 1:30 PM **BUSINESS MEETINGS**
- 2:30 PM **COMFORT BREAK**
- 2:45 PM **EXECUTIVE FORUMS**
- 3:30 PM **CASE STUDIES**
- 4:00 PM **NETWORKING BREAK**
- 4:30 PM **BUSINESS MEETINGS**
- 5:30 PM **UNWINE'D THINK TANKS**
- 6:15 PM **TOAST TO THE COAST
NETWORKING RECEPTION**

DAY 2

THURSDAY, FEBRUARY 5, 2026

- 8:00 AM **RISE & DINE BREAKFAST**
- 8:20 AM **CHAIRPERSON'S OPENING REMARKS**
- 8:30 AM **EXPERT PANEL | RETAIL**
- 9:00 AM **QUICKFIRE SPOTLIGHT**
- 9:40 AM **COMFORT BREAK**
- 9:45 AM **BUSINESS MEETINGS**
- 11:15 AM **WELLNESS NETWORKING BREAK**
- 11:45 AM **EXECUTIVE FORUMS**
- 12:15 PM **NETWORKING LUNCH & LEARN**
- 1:15 PM **THINK TANKS**
- 2:00 PM **BUSINESS MEETINGS**
- 3:30 PM **NETWORKING BREAK**
- 4:00 PM **PRACTICAL PERSPECTIVES DIALOGUE**
- 4:30 PM **STRATEGIC TABLE TOPICS**
- 5:30 PM **SUNSET CRUISE ON THE BAY
NETWORKING RECEPTION**

DAY 3

FRIDAY, FEBRUARY 6, 2026

- 8:00 AM **BREAKFAST**
- 8:25 AM **CHAIRPERSON'S OPENING REMARKS**
- 8:30 AM **WOMEN IN TECH BREAKFAST PANEL**
- 9:00 AM **EXECUTIVE FORUMS**
- 9:45 AM **BUSINESS MEETINGS**
- 10:45 AM **NETWORKING BREAK**
- 11:15 AM **CCW DIGITAL SPECIAL REPORT**
- 12:00 PM **EXCHANGE CONCLUDES**

10:30 AM Check-In Opens & Coffee

Welcome to San Diego! Check in, grab your badge, and fuel up with a cup of coffee as you get ready to kick off the Exchange.

11:00 AM Exchange Orientation & Icebreaker



Felicity Martin
Research Analyst & Program Manager
Customer Management Practice

11:15 AM CMP RESEARCH PRESENTS | What Leaders Are Solving for in 2026

Fresh off the latest CMP Executive Survey, this data-backed session highlights the most urgent challenges and top investment priorities shaping customer experience today. Unpack the disconnects between strategy and execution, the rise of AI in service delivery, and the evolving role of the human touch. You'll leave with insight into how your peers are planning for 2026—and where your organization stands.

11:40 AM OPENING EXECUTIVE PANEL | Defining the AI-First Enterprise: Strategy, Culture, and the Next Era of Innovation

"AI-first" has become the buzzword of the moment — but what does it really mean? As generative and agentic AI drive innovation at unprecedented speed, the most forward-thinking organizations are asking deeper questions about strategy, culture, and identity.

In this cross-industry panel, cross-industry leaders unpack what it takes to build an AI-first enterprise that goes beyond tools and tactics. Explore how to define your company's AI identity, align culture with technology, and drive adoption that's as human as it is intelligent.

Key Takeaways:

- Define an authentic "AI identity" that reflects organizational purpose and values.
- Align governance, workforce readiness, and cultural transformation to accelerate adoption.
- Balance experimentation with oversight to unlock strategic value beyond quick wins.
- Build AI fluency and enterprise-wide capability for sustained innovation.
- Prepare for the next evolution of AI and gain insight into emerging trends and tools.



Gabriel Guerrero
Chief Information Officer
Hertz



Nina Edwards
Vice President, Emerging Technology & Innovation
Prudential Financial

12:30 PM Welcome Lunch | Coastal Connections

Grab a plate and soak in some California sunshine as you kick off the Exchange. This is the perfect chance to meet fresh faces, swap ideas, and settle in for a few days of inspiration (and maybe seconds!)

1:30 PM Business Meetings

2:30 PM Comfort Break

2:45 PM Executive Forums

Choose your table: Two focused executive discussions on shaping the future of strategy, AI, and customer experience.

EXECUTIVE FORUM A

The Business of AI: Product Strategy That Drives Real, Sustainable Transformation

Amid the race to become “AI-first,” many organizations mistake technical adoption for transformation. This executive roundtable reframes roadmapping through a product leadership lens.

Leaders will explore how to ground AI strategy in real business outcomes, define the problem/the why before picking tools, and apply proven product principles to fast-moving technology decisions.

- Anchor AI investments in clear business value
- Focus on defining the problem before the model
- Apply timeless product leadership to evolving AI strategy
- Cut through hype to enable sustainable transformation

EXECUTIVE FORUM B

The Experience Multiplier: Design for Emotion, Empathy, and Impact

Emotion and empathy are the ultimate differentiators in creating exceptional experiences. This conversation explores how leaders can design for both efficiency and human connection to create interactions that resonate, inspire trust, and drive loyalty, whether with a human or AI-driven agent.

Leaders will discuss how to balance data with intuition and empathy to ensure technology enhances rather than replaces the emotional core of the experience.

- Blend emotional insight with technological foresight
- Design experiences that inspire trust and connection
- Translate empathy into measurable business outcomes
- Elevate emotion as a driver of transformation

3:30 PM

Strategic Case Studies

Choose your session: Two 30-minute presentations highlighting strategic lessons and real-world results from leading organizations

CASE STUDY A

The AI-First Approach: Human-Centered Innovation at RXR

Join David Gise, SVP & Head of Hospitality and Amenities, as he shares how he's navigating RXR's journey to becoming an AI-first organization and transforming the way teams work, innovate, and deliver exceptional, personalized customer experiences. He'll share how RXR evolved from department-level experiments to a company-wide AI strategy, focusing on how to start with the problem—not the tools—to drive meaningful, human-centered innovation. Attendees will learn how to leverage AI to enhance workflows, empower teams creatively, and measure impact as the company embraces AI-first thinking across every function.

- Scaling from departmental pilots to enterprise-wide adoption in an AI-first company.
- Measuring impact and demonstrating value across teams and functions.
- Empowering employees safely and creatively with AI tools and platforms.
- Building knowledge-sharing frameworks and repositories for best practices.



David Gise
Senior Vice President, Head of Hospitality & Amenities
RXR

CASE STUDY B

Agents of Change: How Agentic AI is Rewriting the CX Playbook

Step into the future of customer and employee experience with a case study focused on Agentic AI. Explore how cutting-edge AI is transforming contact center and back-office workflows, and gain practical insights in how to separate the hype from the reality.

Through guided discussions and real-world examples, participants will identify where to make strategic first bets, uncover practical approaches for piloting autonomous agents, and discover how to balance automation with human judgment to drive measurable impact.

- Insights into piloting autonomous agents across CX and operational workflows.
- How to discern the “hype” from reality in emerging AI capabilities.
- Strategies for determining the right areas to deploy autonomous agents first.
- Practical tips for balancing automation with human-driven decision-making.
- Cross-industry peer-driven perspectives on lessons learned and best practices.

THINK TANK A

Cracks in the Code: Tech Reality Check

With every organization experimenting with AI and automation, separating signal from noise is critical. We spend a lot of time discussing how to implement, what to implement, and sharing success stories, but less so on the challenges or moments of disappointment. This space is dedicated to fostering a candid dialogue around what's delivering measurable improvements versus what's still stuck in the hype cycle. Leave with grounded insights into how to create a roadmap and where to focus your time, investment, and resources.

THINK TANK B

Leadership Lab: Change Management that Engages & Empowers

AI and automation are transforming how leaders work, make decisions, and support their teams. In this session, you'll have the chance to share your own challenges around how these shifts have impacted your day-to-day, stretched your leadership style, driven agility, or conversely, created new obstacles. From there, we'll expand to the workforce level: what does it take to sustain engagement, empower people through uncertainty, and build and foster resilient, future-ready cultures?

4:00 PM

Tea Time Networking Break

Take a tasteful pause for an afternoon tea. Enjoy a selection of scones, poundcake, and tea sandwiches along with your tea (or coffee!) of choice.

4:30 PM

Business Meetings

5:30 PM

Unwine'd Think Tanks

Choose your discussion: Structured, facilitated discussions that tackle specific challenges, collaborate on solutions, and leave with actionable strategies. Grab a glass to close out the day with peers.

6:15 PM

Toast to the Coast Networking Reception

Raise a glass and enjoy light San Diego-inspired bites with peers on the beach. The perfect opportunity to network, share ideas, and dip your toes in the sand after an engaging first day.

8:00 AM **Rise & Dine Breakfast**

Gather around the table with a nourishing plate, big cup of coffee, and kickstart your morning with energy and connection.

8:20 AM **Chairperson's Opening Remarks**

8:30 AM **PANEL | Add to Cart: AI-Powered Retail Engagement**

Retail is transforming at lightning speed, and AI is at the center of the change. From cutting-edge marketing tech driving personalization at scale to modernizing legacy systems, brands are reimagining how they connect with customers. But new opportunities also bring new challenges—identity protection, black-box data environments, and finding the right balance between automation and the uniquely human touch. This panel gathers retail leaders who are pushing the boundaries of AI adoption to share how they're modernizing engagement, leveraging data responsibly, and designing experiences that serve both customers and employees.

Key Takeaways:

- How retailers are modernizing legacy data while protecting customer identity and data.
- The shift from traditional segmentation to broad signal-based personalization in a "black box" world.
- Balancing AI automation with the human creativity and judgment that drive great CX.
- How AI can empower marketing, product, and CX teams to focus on what matters most—building meaningful connections with customers.



Kartik Misra
Vice President, Head, MarTech Product Management
Walmart

9:00 AM **QUICKFIRE SPOTLIGHT | Innovation in Action: Real Outcomes from the Field**

Fast-paced, TED-style case studies from leading solution providers, each spotlighting measurable customer impact and lessons learned from real-world transformation.

9:45 AM **Business Meetings**

11:15 AM **Wellness Refresh Networking Break**

Take a moment to snack, sip, and recharge. From vibrant smoothies to fresh veggies and dips, this break is designed to refresh your body, spark conversation, and energize your mind for the afternoon ahead.

11:45 AM

Executive Forums

Choose your table: Two focused executive discussions on shaping the future of strategy, AI, and customer experience.

EXECUTIVE FORUM A

Learning Lab: L&D for AI Adoption

As AI tools become core to operations across every function and department, successful adoption depends even more on learning and skill building than it does on the tech itself. The ability to experiment, iterate, and adapt quickly is what distinguishes full adoption from baseline implementation, but that is easier said than done when there is no educational “playbook” for technologies evolving more rapidly than ever.

Join peers to explore practical frameworks for hands-on learning, peer experimentation, and skill development that help employees (and yourself) effectively leverage AI in day-to-day roles.

Come ready to share experiences, swap strategies, and uncover approaches for fostering a culture of continuous learning, innovation, and knowledge sharing.

EXECUTIVE FORUM B

Journey-Driven Customer Service: Aligning AI, People, and Outcomes

As AI becomes a core component of customer service and experience, success is less about the technology itself and more about how people and teams leverage it. Join this session for a candid conversation with cross-industry peers on rethinking customer support in the age of AI and journey-driven service.

Discussion Topics:

- Optimize customer journeys to protect and grow retention, loyalty, and lifetime value
- Balance innovative tech with high-value human interactions to unlock strategic impact
- Shift the perception of support and account management from a cost center to a value-generating function
- Structure teams and enablement programs to maximize effectiveness across internal and outsourced partners
- Create a culture of proactive, accessible, and differentiated customer service that reinforces brand trust

This session is ideal for leaders seeking practical insights, peer perspectives, and actionable approaches to blend technology, people, and process for next-level customer service.

12:15 PM

Coastal Fresh Networking Lunch

Soak up some San Diego flavor and connect with your peers. Enjoy fresh, flavorful dishes and recap the day so far, meet new peers, and recharge for the day.

1:15 PM

Think Tanks

Choose your discussion: Structured, facilitated discussions that tackle specific challenges, collaborate on solutions, and leave with actionable strategies.

THINK TANK A

Trustworthy Insights: Mitigating Data Hallucination & Bias

As AI tools become core to operations across every function and department, successful adoption depends even more on learning and skill building than it does on the tech itself. The ability to experiment, iterate, and adapt quickly is what distinguishes full adoption from baseline implementation, but that is easier said than done when there is no educational “playbook” for technologies evolving more rapidly than ever.

Join peers to explore practical frameworks for hands-on learning, peer experimentation, and skill development that help employees (and yourself) effectively leverage AI in day-to-day roles.

Come ready to share experiences, swap strategies, and uncover approaches for fostering a culture of continuous learning, innovation, and knowledge sharing.

THINK TANK B

Real Time Feedback Ecosystems

Capturing insights is only the first step — the real value comes from acting on them. Explore strategies to collect, analyze, and operationalize feedback across channels, turning insights into immediate, measurable action.

Key Takeaways:

- Design real-time feedback loops to inform decisions
- Integrate insights across touchpoints for holistic understanding
- Align teams and workflows to act quickly and effectively
- Use feedback to drive continuous improvement in both customer and employee experiences

2:00 PM

Business Meetings

3:30 PM

Networking Break | Guac n’ Talk

Sip, dip, and mingle with chips, assorted dips, and refreshing agua fresca.

4:00 PM

PRACTICAL PERSPECTIVES | Heart vs. Speed: Navigating the CX / AI Dilemma

As AI and automation redefine what’s possible in customer experience, a growing question emerges: can we harness technology’s full potential without losing the human connection that makes CX meaningful? In this lively, debate-style session, two industry leaders will approach these questions from opposite sides of the spectrum — one championing human-centered design and empathy-driven innovation, the other advocating for scalability, efficiency, and measurable ROI.

Together, they’ll challenge assumptions and explore how to strike the right balance between people and progress. Expect a fast-paced, candid exchange that will leave you rethinking how technology should feel — not just how it performs.

Key Discussion Topics:

- How to apply human-centered design as the foundation for AI in CX
- When empathy should lead — and when efficiency should win
- How AI can augment creativity and connection, not just speed and scale
- Rethinking employee roles, readiness, and confidence in the AI era



Kent Lawson
Senior Director, Global Customer Experience,
Hollister Incorporated

4:30 PM

Strategic Table Topics

Close out Day 2 with one of five intimate, topic-specific roundtables focused on workforce innovation, AI integration, and leadership in the era of human + AI collaboration. Each discussion is designed to address your priorities, share experiences, and uncover actionable strategies with and from your peers to take back to your organization.

TABLE 1 | Human + AI Collaboration in the Contact Center

- Best practices for balancing automation with empathy-driven interactions
- Optimizing workflows to enhance both efficiency and human connection
- Measuring outcomes and continuously improving the human + AI partnership

TABLE 2 | Reskilling & Adaptive Coaching for the AI-Enabled Workforce

- Developing programs to help employees evolve alongside AI adoption
- Leveraging adaptive coaching, microlearning, and performance feedback
- Driving engagement, retention, and confidence in changing roles

TABLE 3 | Leadership in Times of Change: Driving Culture & Adoption

- Leading teams through rapid technological transformation
- Building engagement, trust, and alignment across distributed teams
- Implementing practical, lasting change management strategies

TABLE 4 | AI-Driven Insights for Operational Excellence

- Translating analytics into actionable workforce decisions
- Monitoring KPIs to balance efficiency, experience, and employee satisfaction
- Using predictive insights to proactively manage staffing, workflows, and service outcomes

TABLE 5 | Designing a Future-Ready Workforce

- Strategic workforce planning for hybrid human + AI environments
- Identifying roles impacted by automation and opportunities for upskilling
- Building structures and processes to scale adaptive, resilient teams

5:30 PM

Networking Reception

8:00 AM Morning Glory Breakfast

Fuel up for the day's sessions with a fresh breakfast and morning networking among peers and industry leaders.

8:25 AM Chairperson's Opening Remarks

8:30 AM CCWOMEN IN TECH BREAKFAST PANEL + WORKSHOP | Future in Focus: The Women Defining the Future of Tech

The future of AI and emerging technologies will be defined not just by innovation, but by *who* is at the table envisioning it. The question is not only what gets built, but who is shaping that future and for whom. This interactive panel and workshop brings together women leaders driving technological progress to share how they're navigating change management, leveraging their influence, and setting the vision for an inclusive, responsible, and impactful digital era.

Join us to explore the privilege and responsibility of building and integrating technologies that touch every corner of society, how crucial diverse perspectives are in driving more human-centered innovation, and bold predictions for what lies ahead.

9:00 AM Executive Forums

Two focused executive discussions on leading responsibly, embedding trust and ethics, and shaping the future of AI, workforce, and customer experience.

EXECUTIVE FORUM A

Responsible AI in Action: Governance, Trust, and Ethics

Explore how to embed responsibility, trust, and governance into AI and emerging technologies, ensuring innovation serves both business and society.

Key Takeaways:

- Implement frameworks for ethical and accountable AI adoption
- Build trust through transparency and robust governance practices
- Balance innovation speed with societal responsibility and risk mitigation
- Translate principles of responsible AI into actionable strategies

EXECUTIVE FORUM B

Lead with Empathy: Shaping the Future Workforce and CX

Examine how human-centered leadership can drive ethical, inclusive innovation and maximize the impact of AI on both employees and customers.

Key Takeaways:

- Foster empathy, psychological safety, and collaboration in AI-enabled teams
- Align workforce strategy with customer experience and business outcomes
- Ensure technology amplifies human impact rather than replacing it

9:45 AM Business Meetings

10:45 AM Sweet & Salty Networking Break

Grab a quick bite and savor (or sweet) one last moment to connect with peers before concluding the Exchange with CCW Digital!

11:15 AM

CCW DIGITAL DEEP-DIVE | **What's Next: 5 Non-Negotiables for the Future of Customer Contact**

As we've learned over the last few days, the playbook is changing. Based on CCW Digital's latest insights and industry analysis, this session outlines the five critical focus areas every customer leader must prioritize to stay competitive—from AI implementation and workforce strategy to customer trust and data actionability. Walk away with a distilled roadmap for leading with clarity in an era of constant change.

Closing Topics:

- Future-ready workforce models
- Data strategy and AI adoption
- Experience design that scales with empathy
- Customer trust and transparency
- Operational agility amid disruption



Audrey Steeves
Content Analyst
Customer Management Practice

12:00 PM

Exchange Concludes

Skip the Vendor Noise— Streamline Your Efforts. Meet the Right Solutions, Tailored to Your Strategic Initiatives.

**AGENT EXPERIENCE,
TRAINING, AND
ENGAGEMENT**



**TECHNOLOGY
AND AUTOMATION**



**CUSTOMER INTERACTION
AND COMMUNICATION**



**CUSTOMER INSIGHTS
AND ANALYTICS**



**SECURITY, COMPLIANCE,
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