



# CUSTOMER CONTACT WEEK UK EXECUTIVE EXCHANGE

3rd-5th March 2026 London, United Kingdom

## TURN COMPLEXITY INTO CONSISTENCY: ORCHESTRATED EXPERIENCES THAT SCALE SEAMLESSLY



**Richard Pash**

Chief Customer Officer – UK and EMEA  
Zurich



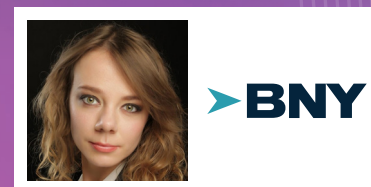
**Louise Walsh**

Chief Customer Contact Officer  
Utilita Energy



**Chris Mitchell**

Head of Customer Care  
Santander



**Ivanna Pliva**

Vice President - Digital Adoption  
– Business Analyst  
BNY



**Pierre Coppin**

Senior Director - Strategy & Operations  
– Customer Service Group  
Sky

**REQUEST YOUR INVITATION NOW FOR 2 COMPLIMENTARY NIGHTS' ACCOMMODATION**

# WELCOME TO THE CCW UK EXECUTIVE EXCHANGE

Dear colleagues,

Expectations around customer experience are rising fast, and so is the pressure to deliver. While AI continues to advance, adoption is progressing unevenly - some organisations see measurable outcomes from targeted pilots, while others remain **stalled by legacy systems, fragmented data, and organisational silos** that block progress. The challenge is clear: leaders must find ways to **scale innovation** without losing the human touch that defines excellent service.

This Exchange is designed to confront that challenge head-on. We will explore how organisations can **apply AI with purpose, redesign journeys** around empathy and context, and **build agile, scalable models** that adapt quickly while delivering

consistently. We will examine how **agents and AI can thrive in partnership**, how data and behavioural insight can **cut through complexity**, and how leaders can **align people, processes and technology** to create measurable impact.

The CCW UK Executive Exchange 2026 is not about abstract visions. It is about practical strategies that are ready to **prove ROI**. It is a space for honest conversations among peers, a chance to **sharpen strategic focus**, and an opportunity to leave with actionable insights.

I look forward to welcoming you as we shape the future of customer experience together.



**Hannah McKenna**

Event Director  
CCW Europe



# WHAT IS THE CCW UK EXECUTIVE EXCHANGE?

Customer management executives join us year after year for the latest inspirational insight, industry intelligence and practical guidance in CX, digital transformation and innovation.



**UK focus:** The CCW UK Executive Exchange is a closed-door event for just 60 of the UK's leading minds in customer management. You can be confident in attending a series of discussions that are tailored to the technological and cultural business landscape of the region.



**Invitation only:** In order to gain access to this exclusive networking event, every attendee is hand-selected and taken through an in-depth analysis of their objectives by our dedicated Audience Experience team. With this in place, every delegate can be confident of gaining access to the strategic insight they need to meet their objectives.



**Strictly senior:** We ensure that every audience member is a Director level executive with strategic responsibility for an active customer transformation project.



**Personalised itinerary:** Each attendee receives a tailored agenda of deep-dive case studies, panel discussions, interactive discussions and meetings, all taking place in a fully captive environment.



**Focused face time:** 2 nights complimentary accommodation at our prestigious venue is included to ensure you can fully maximise your networking time with your peers in a luxury environment.

**“So if you want a CX event that really moves your thinking to another level, get along to CCW. Something for everyone and so smooth in the delivery”**

**Lisa Lewis, Chief of Staff, NHS Professionals**



# ADVISORY BOARD

With thanks to our Advisory Board for their expertise and commitment in shaping the Exchange.



**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**

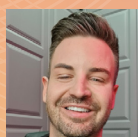
**Jann Hoffmann**

Head of Contact Centre  
Danica Pension



**Katalin Fritz**

Chief Customer & People Officer  
Marley Spoon



**Flutter**  
UK & IRELAND

**Kayle Rattigan**

Head of Safer Gambling Operations  
Flutter UK&I



**Meko Elmekawy**

Chief AI & Digital Innovation  
energicity



**TUI**  
Live Happy

**Ramón Delima**

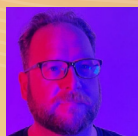
Global Director, Customer Services  
TUI



**CCW** CUSTOMER  
CONTACT WEEK  
EUROPE

**Sandro Percuoco**

CCW Europe Advisory Board member



**adidas**

**Stijn Bannier**

Global Product Director .COM and  
App Post-Sales & Consumer Service  
adidas



**NICE | COGNiGY**

**Alan Ranger**

Vice President Marketing  
Nice Cognigy



**GENESYS**

**Zaheer Gilani**

Director Strategy and Business Development  
Genesys



**EI**  
ENGAGING INTERACTIONS  
CONSULTANCY

**Jen Brown**

Director, Marketing Consultancy  
Engaging Interactions



# 2026 SPEAKERS



**Richard Pash**

Chief Customer Officer – UK and EMEA  
Zurich



**Louise Walsh**

Chief Customer Contact Officer  
Utilita Energy



**Chris Mitchell**

Head of Customer Care  
Santander



**Ivanna Pliva**

Vice President - Digital Adoption  
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**Pierre Coppin**

Senior Director - Strategy & Operations  
– Customer Service Group  
Sky



**Isobel Mills**

Director Customer Delight  
Bloom & Wild



**Dan Eddie**

Director Customer Service  
Simplyhealth



**Kathleen MacLean**

Global Head of Customer Growth  
Dr. Martens



**David Ritchie**

Director of Operations  
& Customer Experience  
SSE Airtricity



**Katya Denike**

Chief Product Officer  
Holland & Barrett



**Rochelle Gold**

Head of User Research and  
User Centred Design  
NHS England



**Jennifer Gannon**

Head of Contact Centre  
Footasylum



**Suraj Nagaraj**

Head of Product  
– Loyalty and Customer Experience  
Tesco



**Tiago Ferreira**

Head of Client Experience  
Nedbank Private Wealth



**Abdul Khaleed**

Head of Digital, Customer  
Experience and Digital Products  
E.ON Next



**Stuart McLay**

Head of Retail  
National Express Bus



**Alexander Toft**

Managing Director International  
– Executive Leadership Team  
Moonpig



**David Paulding**

Vice President, International Expansion (EMEA)  
Nextiva

# AGENDA DAY ONE

3rd March 2026

14:00  
–  
14:30

## REGISTRATION & NETWORKING REFRESHMENTS

14:30  
–  
15:45

### WORKSHOP A DESIGN, DIAGNOSE, DELIVER: THE NEW CX PLAYBOOK FOR DATA-DRIVEN CHANGE

Explore how organisations can move beyond dashboards to use data as a catalyst for real change. Through root cause analysis, journey mapping and frontline enablement, Footasylum achieved a multi-million pound reduction in refund costs in a single year. This session will show how practical, cost-effective approaches can uncover inefficiencies, redesign workflows and embed behaviour change across service teams, even when budgets and resources are limited.

- Identify cost drivers and operational bottlenecks through service data.
- Design agent workflows and tools that enable consistent and efficient resolution.
- Embed long-term behavioural change with targeted training and performance measurement.

Jennifer Gannon, Head of Contact Centre, **Footasylum**

**FOOTASYLUM**

### WORKSHOP B MEASURING WHAT MATTERS – PROVING CX IMPACT IN THE BOARDROOM

As customer expectations evolve, organisations cannot afford to rely on outdated measures of satisfaction. This interactive workshop explores how to reframe metrics to prove customer experience impact, demonstrate return on investment, and drive long term loyalty. Drawing on practical examples, discussion will highlight how teams measure what truly drives satisfaction and retention, and how customer insights can be adapted across different markets with varying behaviours and challenges.

- Discover how to move beyond NPS and integrate experience led measures.
- Learn how to link satisfaction metrics directly to revenue, loyalty and retention.
- Explore how to capture and act on customer insights in real time.
- Gain perspective on tailoring metrics and insights across different customer contexts.

Alexander Toft, Managing Director International – Executive Leadership Team,  
**Moonpig**

**moonpig**

15:45  
–  
16:00

## NETWORKING BREAK

16:00  
–  
17:15

### WORKSHOP C EMBEDDING GENERATIVE AI INTO THE CUSTOMER JOURNEY

Generative AI is transforming customer service, but success requires more than technology. In this interactive session, explore practical ways to evolve automation, benchmark with peers on responsible adoption, and discuss emerging trends to understand where your organisation sits on the AI maturity curve.

- Evolve automation to unlock new AI-driven capabilities.
- Benchmark approaches to safe and responsible AI adoption.
- Assess your organisation's positioning on the AI maturity curve.

### WORKSHOP D REDEFINING CUSTOMER VALUE THROUGH TRUSTED AI

Traditional CX metrics like handle time and NPS fail to capture what truly matters—empathy, loyalty, and meaningful outcomes. This workshop will show you how to move beyond compliance-driven AI rollouts and instead build trust through transparency, explainability, and data quality. You'll see how AI, when positioned as a partner rather than just a tool, can transform the way organisations measure success.

Join us as we explore how to:

- Identify where outdated KPIs create blind spots in customer experience.
- Redesign metrics into customer-centric measures that reflect real value.
- Build confidence in AI adoption and unlock measurable ROI.

David Paulding, Vice President, International Expansion (EMEA), **Nextiva**

**nextiva**





17:15  
–  
18:15

## WELCOME NETWORKING DRINKS RECEPTION

# AGENDA DAY TWO




4th March 2026



8:00 – 8:30	REGISTRATION & NETWORKING REFRESHMENTS
8:30 – 8:35	<b>CUSTOMER CONTACT WEEK UK EXECUTIVE EXCHANGE: WELCOME FROM THE EVENT DIRECTOR</b>  Hannah McKenna, Event Director, <b>CCW Europe</b>
8:35 – 8:40	CHAIRPERSON'S OPENING REMARKS & WELCOME
8:40 – 9:25	<b>PANEL DISCUSSION</b> <b>FROM DATA TO DESIGN: HOW LEADING ORGANISATIONS ARE REDEFINING THE CUSTOMER JOURNEY</b>  With customer expectations evolving faster than ever, data is no longer just an asset but a strategic driver of transformation, loyalty and retention. This panel brings together leaders who have embedded real-time insights, VOC data, digital journey analytics and user-centred design into everyday decision making. Learn how organisations are activating insight loops, prioritising journey redesigns and empowering teams to deliver consistent, intuitive and data-informed service that strengthens customer trust and long-term relationships. Expect practical examples, from live operational adjustments to enterprise-wide change.  Suraj Nagaraj, Head of Product – Loyalty and Customer Experience, <b>Tesco</b>  Pierre Coppin, Senior Director - Strategy & Operations – Customer Service Group, <b>Sky</b>  Isobel Mills, Director Customer Delight, <b>Bloom &amp; Wild</b>  Rochelle Gold, Head of User Research and User Centred Design, <b>NHS England</b>     
9:25 – 9:50	<b>PRESENTATION</b> <b>SMARTER SERVICE AT SCALE: HARNESSING AI AGENTS FOR REAL IMPACT</b>  The potential applications of AI in customer service have rapidly advanced beyond basic chatbots to intelligent agents that can reason, converse naturally, and perform complex tasks. This session explores how organisations are deploying these new capabilities to enhance workflows, empower advisors, and deliver faster, more personalised customer experiences.  <ul style="list-style-type: none"><li>• Understand how AI agents integrate with systems to provide real-time support.</li><li>• Learn from enterprise examples where intelligent AI is already in action.</li><li>• Apply best practices for scaling AI that balances efficiency with customer trust.</li></ul>
9:50 – 10:00	NETWORKING BREAK

# AGENDA DAY TWO

4th March 2026

10:00 – 10:30	<b>ONE-TO-ONE BUSINESS MEETINGS</b> Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.		
10:35 – 11:05	<b>ONE-TO-ONE BUSINESS MEETINGS</b> Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.		
11:10 – 11:40	<b>ONE-TO-ONE BUSINESS MEETINGS</b> Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.		
11:45 – 12:25	<b>MASTERCLASSES</b> Join these highly collaborative workshops hosted by industry leaders who have already moved the needle, offering you the chance to learn directly from proven change-makers while sharing experiences and challenges with your peers. You will have the choice to attend one of three sessions taking place across multiple tracks.  Kicking off by hearing a success story from a customer management executive, you will then dive into interactive discussions immediately after to contextualise your new learnings within your own business. Share your CX insights, troubles, advice and everything in-between!		
	<b>MASTERCLASS A</b>	<b>MASTERCLASS B</b>	<b>MASTERCLASS C</b>
	<b>WHAT CUSTOMERS REALLY WANT: PERSONALISED, COMPLIANT AND CONVENIENT COMMUNICATION</b>  Across industries, rising expectations mean traditional channels like phone and email no longer suffice. Customers want fast, secure, and tailored interactions that still feel human. We will explore how organisations are rethinking communication strategies to balance compliance with convenience, revive overlooked platforms, and create interactions that build trust and loyalty. <ul style="list-style-type: none"><li>• Identify pain points through client feedback.</li><li>• Balance compliance, security and personalisation.</li><li>• Revive existing platforms for greater impact.</li></ul> <b>Tiago Ferreira, Head of Customer Experience, Nedbank Private Wealth</b> 	<b>AGILITY, AI AND JOURNEY-LED DESIGN</b>  Traditional operating models are struggling to keep pace with today's dynamic customer expectations. Discover how E.ON Next scaled from zero to over 100 people in just four years while supporting 8 million customers, all with one of the leanest delivery operations in the industry.  By structuring around customer journeys, fostering a culture of agility, and leveraging AI to accelerate solutions, E.ON Next has built a service model that is both scalable and cost-efficient.  Participants will gain practical insights into breaking down silos, reducing cost-to-serve, and embedding agility across their own organisations. You'll leave with actionable strategies to deliver customer experience at speed, at scale, and with measurable impact.  <b>Abdul Khaled, Head of Digital, Customer Experience and Digital Products, E.ON Next</b> 	<b>LACING UP FOR SCALABLE CX</b>  Uncover how Dr. Martens are unifying customer data, personalising engagement, and embedding agile ways of working to drive incremental revenue. Learn how to prepare data for AI, bridge corporate and startup mindsets, and secure leadership buy-in to scale CX transformation with speed and impact. <ul style="list-style-type: none"><li>• Structure and use customer data to enable AI-driven personalisation at scale.</li><li>• Learn practical change management tactics to secure buy-in and drive adoption.</li><li>• Blend agile marketing approaches with global brand operations.</li></ul> <b>Kathleen MacLean, Global Head of Customer Growth, Dr. Martens</b> 



# AGENDA DAY TWO

4th March 2026

12:25  
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13:25

## NETWORKING LUNCH

Enjoy a delicious lunch over conversation with your CX peers.

13:30  
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14:00

## ONE-TO-ONE BUSINESS MEETINGS

Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.

14:05  
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14:35

## ONE-TO-ONE BUSINESS MEETINGS

Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.

14:40  
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15:10

## ONE-TO-ONE BUSINESS MEETINGS

Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.

15:10  
–  
15:20

## NETWORKING BREAK



# AGENDA DAY TWO

4th March 2026

## MASTERCLASSES

Join these highly collaborative workshops hosted by industry leaders who have already moved the needle, offering you the chance to learn directly from proven change-makers while sharing experiences and challenges with your peers. You will have the choice to attend one of three sessions taking place across multiple tracks.

Kicking off by hearing a success story from a customer management executive, you will then dive into interactive discussions immediately after to contextualise your new learnings within your own business. Share your CX insights, troubles, advice and everything in-between!

### MASTERCLASS A

#### PROVING AI IMPACT AND SCALING WITH CONFIDENCE

The conversation around AI has moved beyond pilots and prototypes, the next frontier is proving impact at scale. This session explores how leading organisations are embedding AI into their customer operations to deliver measurable ROI, empower service teams, and create long-term value.

- Identify where AI creates sustainable impact across the customer journey.
- Explore how AI agents enhance human performance rather than replace it.
- Gain a practical framework for scaling AI responsibly in your organisation.

### MASTERCLASS B

#### REIMAGINING THE CONTACT CENTRE WITH AI AND CLOUD

Contact centres are no longer just service hubs, they are strategic drivers of customer loyalty and efficiency. In this interactive workshop, explore how AI and cloud technologies are reshaping the contact centre to deliver faster resolution, empower agents, and create more seamless customer journeys.

- Apply AI to enhance agent performance and customer satisfaction.
- Explore how cloud platforms improve flexibility, scale, and resilience.
- Design contact centre strategies that balance efficiency with empathy.

### MASTERCLASS C

#### DESIGNING CUSTOMER SERVICE FOR AGILITY

As customer expectations rise, organisations must deliver support that is seamless, efficient, and easy to access across every channel. This session will explore how service design and intelligent tools can simplify complex journeys, empower teams, and scale support without sacrificing quality.

- Streamline service design to reduce friction for customers and employees.
- Use data and AI to personalise support and improve responsiveness.
- Build scalable service models that adapt to changing customer needs.

15:20  
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16:10

16:10  
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16:20

### NETWORKING BREAK

16:20  
–  
16:50

### ONE-TO-ONE BUSINESS MEETINGS

Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.

16:55  
–  
17:25

### ONE-TO-ONE BUSINESS MEETINGS

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# AGENDA DAY TWO

4th March 2026

## PRESENTATION

### THE FUTURE OF CUSTOMER EXPERIENCE – HUMAN CONNECTION IN THE AGE OF AI

17:30  
–  
17:55

AI is transforming customer service, but true differentiation comes from combining technology with human empathy. Discover how organisations can use AI to orchestrate seamless journeys, empower employees, and deliver experiences that feel both intelligent and personal.

- Harness AI to anticipate needs and create proactive customer journeys.
- Balance automation with empathy to strengthen loyalty and trust.
- Empower employees with the tools and insight to deliver at scale.
- Build a future-ready CX strategy that adapts to customer expectations and business goals.

### FIRESIDE CHAT: UNIFIED BRAND, SEAMLESS CHANNELS: HOLLAND & BARRETT'S RECIPE FOR DOUBLE-DIGIT GROWTH

17:55  
–  
18:20

Holland & Barrett's five year transformation has reinvented every touchpoint, from website and app to in store experience and the systems behind them. Chief Product Officer - Katya Denike - led the shift to a digitally enabled organisation, aligning culture, processes and technology to deliver one connected journey. In this fireside chat, she shares how these efforts have fuelled double digit growth in a challenging retail climate and what other leaders can take away.

- Discover how to integrate digital and physical channels for a seamless experience.
- Learn how to build a digital first culture across the organisation.
- Explore how to use real time data and UX research to design customer journeys.
- Understand lessons learned and barriers overcome along the way.

Katya Denike, Chief Product Officer, **Holland & Barrett**

Holland & Barrett

18:20  
–  
18:25

### CHAIRPERSON'S CLOSING REMARKS

18:25  
–  
19:25




### NETWORKING DRINKS RECEPTION

**“The variety of the vendors and variety of speakers has been unique, the sessions have been really thought provoking, understanding the technical side of things and seeing what other industry leaders are doing within the customer service environment has been really interesting to see.”**

Thomas Snodgrass, COO Financial Support Centre of Excellence, Santander UK

# AGENDA DAY THREE

5th March 2026

8:05 – 8:35	<b>REGISTRATION &amp; NETWORKING BREAKFAST</b>
8:35 – 8:40	<b>CHAIRPERSON'S OPENING REMARKS &amp; WELCOME</b>
8:40 – 9:05	<p><b>PRESENTATION: BEYOND THE BALANCE SHEET – PUTTING CUSTOMERS AT THE HEART OF THE BUSINESS</b></p> <p>Richard Pash, Chief Customer Officer at Zurich, shares how a 55,000-employee organisation is uniting brand, digital, customer experience, and data to drive cultural and commercial change. Zurich has set bold CX standards, measures performance from the customer's perspective, and gives customer KPIs equal weight to financial KPIs on leadership scorecards, helping NPS climb from +40 to +76 in five years, doubling brand value, and delivering record results.</p> <ul style="list-style-type: none"><li>• Discover how to break down silos to deliver connected and consistent customer experiences.</li><li>• Explore how purpose driven AI can combine efficiency with empathy.</li><li>• Learn what works (and what doesn't) when engaging employees in the customer agenda.</li></ul> <p><b>Richard Pash, Chief Customer Officer – UK and EMEA, Zurich</b></p> 
9:05 – 9:50	<p><b>PANEL DISCUSSION</b> <b>SMART, SEAMLESS AND SCALABLE EXPERIENCES ACROSS EVERY CHANNEL</b></p> <p>As customer expectations evolve, organisations face the dual challenge of scaling at speed while orchestrating truly connected experiences across every channel. This panel will bring together leaders who have transformed their operating models and service strategies to deliver cost-efficient, journey-led, and emotionally aware CX. Participants will leave with actionable strategies to embed agility, unlock omnichannel execution, and balance automation with human connection, ensuring they can deliver customer experience at speed and scale.</p> <p><b>Ivanna Pliva, Vice President - Digital Adoption – Business Analyst, BNY</b></p> <p><b>Stuart McLay, Head of Retail, National Express Bus</b></p> 
9:50 – 10:15	<p><b>FIRESIDE CHAT</b> <b>TURNING DATA INTO ACTION – EMPOWERING CUSTOMERS AND REDESIGNING SERVICES</b></p> <p>David Ritchie shares how his organisation is unifying data to drive smarter decisions, empower customers, and deliver meaningful change in a regulated industry. From overcoming adoption barriers to scaling self-service and preparing the agent for the future, discover practical strategies to balance compliance, innovation, and customer trust.</p> <p><b>David Ritchie, Director of Operations &amp; Customer Experience, SSE Airtricity</b></p> 



# AGENDA DAY THREE

5th March 2026

10:15 – 10:25	<b>NETWORKING BREAK</b>
10:25 – 10:55	<b>ONE-TO-ONE BUSINESS MEETINGS</b> Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.
11:00 – 11:30	<b>ONE-TO-ONE BUSINESS MEETINGS</b> Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.
11:35 – 12:05	<b>ONE-TO-ONE BUSINESS MEETINGS</b> Use our concierge service for consultative 1-2-1 meetings to enable much-needed networking and meetings with potential partners.
12:05 – 12:15	<b>NETWORKING BREAK</b>

**“My experience at this event has been an exciting one because when you come to these forums, you come with a question around what has happened in the last year or two from a digital perspective. And the answer is quite a lot. But I don’t actually know what’s currently provided in the marketplace and what’s going to be provided next. So, I come here to understand what I can do in the next one, two, three years inside my organisation to stay ahead of the competition.”**

**James Sandfield, Supply Chain Director (Head of Customer Service, Europe), Nestlé**



# AGENDA DAY THREE

5th March 2026

## MASTERCLASSES

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### MASTERCLASS A

#### FROM CONCEPT TO CUSTOMER VALUE – DELIVERING WITH PURPOSE DRIVEN AI

Over a 4-year transformation journey, Simplyhealth has aligned its AI strategy with organisational purpose to deliver better outcomes for over 2.5 million customers. Conversational AI and generative email now handle 30% of interactions and 1,500+ weekly emails, while multi-skilling colleagues has doubled productivity. This balanced approach has lifted customer satisfaction to an all-time high of 87%.

Explore how Simplyhealth scaled responsibly, empowered colleagues, and built a hybrid workforce where people and technology work in harmony. Learn practical ways to embed AI without losing the human touch and design transformation strategies that drive efficiency, trust, and exceptional outcomes.

**Dan Eddie, Director Customer Service,**  
**Simplyhealth**



### MASTERCLASS B

#### BUILDING RESILIENT TEAMS THAT DRIVE LASTING CUSTOMER LOYALTY

When employees thrive, customers feel the difference. This session explores how rethinking career paths and multi-skilled training can boost engagement, reduce complaints, and improve customer care.

From dual career pathways that retain top talent to practical methods for supporting vulnerable customers, discover how organisations are breaking silos, overcoming cultural resistance, and proving the ROI of people-first change. Leave with actionable ideas to build resilient teams that deliver stronger satisfaction, loyalty, and long-term success.

**Chris Mitchell, Head of Customer Care,**  
**Santander**



### MASTERCLASS C

#### BUILDING TRUST THROUGH PROACTIVE CUSTOMER CARE

In an era of rising expectations and fragile trust, the contact centre can make or break loyalty. Louise Walsh, Chief Customer Contact Officer at Utilita, reveals how she transformed frontline service into a driver of reputation and retention.

She will share how proactive care, from clear communication during times of change to support for vulnerable customers, reduces complaints, prevents churn and strengthens both customer and employee confidence.

- Anticipate customer needs to prevent issues before they escalate.
- Equip advisors to handle sensitive conversations with empathy and authority.
- Turn transparency into a competitive advantage.
- Apply lessons from highly regulated industries to any customer-facing business.

**Louise Walsh, Chief Customer Contact Officer,**  
**Utilita Energy**



12:15  
–  
12:55

13:00  
–  
14:00

## NETWORKING LUNCH

Enjoy a delicious lunch over conversation with your CX peers.

14:00

**END OF CCW UK EXECUTIVE EXCHANGE**



# WHO ATTENDS?

## Qualification of CX Executives in Attendance:

Attendees must answer “yes” to at least three of the following criteria to qualify for an invitation, which means you will network with a truly elite group of CX professionals.

- ✓ I sit in the C-suite or report directly to the C-suite
- ✓ I control or directly influence where customer experience budget is spent
- ✓ I am responsible for/influence the investment of an annual CX budget of £250k+
- ✓ I have an active CX project I am investing in within 6-12 months

For more information or to register your interest in attending please email

[enquire@iqpc.co.uk](mailto:enquire@iqpc.co.uk)

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

- Customer Experience
- Customer Operations
- Change & Transformation
- Customer Service
- Customer Journey
- Customer Strategy
- Loyalty & Engagement
- Contact Centre
- Digital Service

### PREVIOUS ATTENDEES INCLUDE

