

3 - 5 NOVEMBER 2025

The Intercontinental Park Lane



BE COUNTED AMONG THE UK'S 60 MOST VISIONARY CX LEADERS

SECURE YOUR COMPLEMENTARY ACCOMMODATION

WELCOME TO THE CCW UK **EXECUTIVE EXCHANGE**



Dear colleagues.

The service landscape is being rewritten in real time. Customer expectations are not just rising; they are fragmenting, shaped by diverse channels, inconsistent brand experiences and a growing demand for personalisation, speed and contextual relevance across every interaction. As Al, automation and behavioural shifts redefine what 'great' looks like, leaders face a new mandate: redesign contact, service and experience to be faster, smarter and deeply human.

Legacy models aren't built for this pace. Slow-moving structures and siloed teams stall innovation and risk falling behind. The organisations that win will be those that act decisively: aligning people, data and **technology** around what matters most to customers. They're making strategic decisions with clarity,

cutting through complexity, and building operational resilience where it counts.

This November, the CCW UK Executive Exchange brings together senior CX, digital and operations leaders for closed-door conversations that go beyond surface-level trends. It's a space to step back from the day-to-day, sharpen strategic focus, and exchange **insight** with peers facing similar challenges.

We will explore how to navigate emotionally complex, omnichannel journeys while remaining truly **customer-centric**, addressing the real-world application of AI, delivering personalisation at scale, designing cost-effective service models, accelerating digital-first CX strategies and enabling employee-led transformation.



Jessica Marriott Senior 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.

"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



ADVISORY BOARD



With thanks to our Advisory Board members for their ongoing insight, input and support in shaping the direction and content of the Executive Exchange



COGNIGY



Hastings DIRECT



smart

Dorchester Collection



LesMills

Alan Ranger Vice President Marketing Cognigy















Danica Pension

GENESYS

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



Jann Hoffmann Head of Contact Centre **Danica Pension**

Zaheer Gilani Director Strategy and **Business Development** Genesys

Katalin Fritz Chief Customer & People Officer **Marley Spoon**











Live Happy



Kayle Rattigan Head of Safer Gambling Operations Flutter UK&I

Maria Harju **EVP**, Enterprise Standards and Global Clients **Foundever**

Meko Elmekawy Chief AI & Digital Innovation enercity

Ramón Delima Global Director, Customer Services TUI

Sandro Percuoco Head of Customer Service Digital & Service Design Ryanair



Doug Casterton former Head of Operational Excellence GetYourGuide

GET YOUR **GU**IDE



Jen Brown Director, Marketing Consultancy **Engaging Interactions**

2025 SPEAKERS





Thomas Cook



NatWest Rooster Money



Adam Lindsey VP, Groupon Operations



Dŵr Cymru Welsh Water

Jo Migom Chief Digital & Customer Operations Officer (UK & EU) & General Manager EU **Thomas Cook**





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





Coca:Cola



Nottingham **Building Society**



Emillie Hill Director, Total Customer Experience and Digital In Life Virgin Media O2





Daryl Wilkes Director of Customer Care Asos



Leeds Building Society



PayPal







Anu Bailey Director of Customer Strategy Leeds Building Society

Jen McCartney Director Diversity, Inclusion, Equity and Belonging **PayPal**

Bhagya Reddy Executive Director of Empowerment and Collaboration Virgin Media O2

Derek Donaldson Head of CX **SMARTY Mobile**

2025 SPEAKERS



















Vicky Hunter Head of Complaints NatWest Group

David Paulding

Vice President, International Expansion **Nextiva**

Ankit Rai Global Head of CRM Lyca Group

Neal Silverstein Head of Technology Customer Services **Specsavers**

Phil Quickenden Head of Customer & Registration Services Camden Council







deepdesk

Brian Reijngoud Senior Vice President Sales DeepDesk



"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 ONE



14:00 14:30

REGISTRATION & NETWORKING REFRESHMENTS

WORKSHOP A

REDESIGNING CX FROM THE INSIDE OUT - REBUILDING ROLES, WORKFLOWS AND **OPERATIONS FOR SEAMLESS SERVICE**

14:30 15:45 Great CX doesn't just happen at the front line – it starts within. This interactive session explores how to build operational foundations that power consistent, seamless customer experiences.

- Map internal friction points and identify process bottlenecks that impact CX
- Redesign roles, responsibilities, and workflows for smarter service delivery
- Co-create practical blueprints to align internal operations with customer outcomes

Adam Lindsey, VP, Groupon Operations, Groupon

WORKSHOP B

SMARTER DECISIONS, SHARPER CX - TURNING CUSTOMER INSIGHT INTO STRATEGY

Customer data should inform more than dashboards. This workshop focuses on transforming insights into action to drive measurable impact.

- Leverage customer data to identify high-value opportunities and risks
- Prioritise CX investments based on behavioural patterns and customer needs
- Translate insight into strategy to enhance experience across key touchpoints

Ankit Rai, Global Head of CRM, Lyca Group

15:45 16:00

NETWORKING BREAK

WORKSHOP C

CRACKING THE CODE TO SEAMLESS CUSTOMER EXPERIENCES

Customers today expect effortless, personalised interactions at every touchpoint. But delivering this customer experience utopia is easier said than done. The good news? Your customer service team already has the data to make it happen. In this session, we'll show you how to put that data to work for your business.

16:00 17:15

- Create frictionless customer journeys and practical ways to overcome obstacles
- · Overcome the biggest barriers that waste your agents' time and decrease efficiency
- Boost customer satisfaction, loyalty, brand perception, and reputation

Don't miss your chance to unlock the full potential of your customer service.

David Paulding, Vice President, International Expansion, Nextiva

WORKSHOP D

REDEFINING SALES & SERVICE EXCELLENCE WITH GENERATIVE CONVERSATIONAL AI

Integrating generative AI into the entire customer lifecycle is no longer just a technology project. It is a strategic opportunity to enhance efficiency, personalisation, and responsiveness across the customer journey. In this interactive workshop, you will:

- · Discover actionable ways to advance your automation, elevate digital strategies, and optimise customer interactions using generative Al.
- · Benchmark with peers to understand how leading organisations are integrating conversational Al safely, ethically, and at scale.
- Take part in a future-focused discussion on emerging Al trends and reflect on where your organisation sits on the maturity curve

Whether you are just starting out or scaling conversational Al across your operations, this session will leave you with actionable insights and clear next steps to take into 2026.

Hosted by LivePerson

17:15 18:15

WELCOME NETWORKING DRINKS RECEPTION

AGENDA DAY TWO 4 November



8:00 - 8:30	REGISTRATION & NETWORKING REFRESHMENTS
8:00 - 8:30	CUSTOMER CONTACT WEEK UK EXECUTIVE EXCHANGE: WELCOME FROM THE EVENT DIRECTOR Jessica Marriott, Event Director, CCW Europe
8:35 - 8:40	CHAIRPERSON'S OPENING REMARKS & WELCOME
8:40 9:25	PANEL DISCUSSION DISRUPT OR BE DISRUPTED – WHAT'S DRIVING THE NEXT CX REVOLUTION? This fast-paced conversation will spotlight the major forces redefining customer experience in 2025 and beyond. From Al and automation to evolving customer values, design thinking, and agile culture, hear how leading brands are not just adapting to disruption - but driving it. Jo Migom, Chief Digital & Customer Operations Officer (UK & EU) & General Manager EU, Thomas Cook Stanislas Magniant, Senior Director, Consumer Care Transformation, The Coca-Cola Company Anu Bailey, Director of Customer Strategy, Leeds Building Society Daryl Wilkes, Director of Customer Care, Asos
9:25 - 9:50	PRESENTATION AGENTIC AI IN THE CONTACT CENTRE • The evolution of AI in customer service: Discover how the landscape has shifted from simple FAQ bots to intelligent, agentic AI Agents that reason, converse naturally, and perform complex tasks • How Agentic AI Agents operate: Understand how these Agents communicate with other systems and AIs, and assist customer service representatives while autonomously accessing and updating CRM systems with contextual data • Enterprise insights, real-world deployment: Learn from a live enterprise use case where Agentic AI Agents are already in action. Enhancing workflows, improving customer experience, and increasing efficiency • Best practices and lessons learned: Take away actionable strategies and key learnings from a successful enterprise deployment, not as a future vision, but as what's being done today Hosted by Cognigy
9.50 - 10:00	NETWORKING BREAK

AGENDA DAY TWO



10:05 10:35

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.

10:40 11:10

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.

11:15 11:45

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.

MASTERCLASSES

Join these highly collaborative workshops with a select group of peers facing similar challenges. 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!

11:50 12:30

EMPOWERING VULNERABLE CUSTOMERS IN THE AGE OF GEN AI: THE HUMAN-IN-THE-LOOP APPROACH

TRACK A

As Al reshapes customer service, it's crucial to keep vulnerable customers at the heart of the process, blending cutting-edge technology with human empathy to offer lifechanging support when it matters most.

- Understand how AI can help, while ensuring it never overlooks those in distress or facing hardship
- Balance automation with human decision making to safeguard emotional and financial well-being
- Address the needs of customers impacted by fraud, scams, and other vulnerabilities with personalised, compassionate

Vicky Hunter, Head of Complaints, NatWest

TRACK B

FROM TRADITIONAL TO DIGITAL-FIRST: REDESIGNING CX FOR THE OMNICHANNEL, DATA-DRIVEN CUSTOMER

Traditional CX models are no longer enough in today's fastpaced, tech-driven world. This session explores the shift to a digital-first, omnichannel approach powered by data to enhance every customer touchpoint.

- Move from passive listening to proactive, predictive CX
- · Leverage data to design personalised, seamless journeys across channels
- · Overcome operational barriers by unifying siloed tech and fostering cross-functional collaboration
- Empower agile teams to transform CX for today's customer

Emillie Hill, Director, Total Customer Experience and Digital in Life, Virgin Media O2

TRACK C

FROM CHAOS TO CONNECTION: REDESIGNING THE CONTACT CENTRE TO IMPROVE EFFICIENCY

In just 12 months, Phil led a bold transformation of his local authority contact centre, breaking down legacy silos to meet rapidly evolving customer expectations – particularly for the most vulnerable. This session will explore how service redesign, human-led segmentation, and smart technology deployment improved outcomes, increased efficiency, and strengthened emotional connection. Phil will share the strategy, challenges, and key lessons from this journey, followed by an interactive discussion on how others can drive similar change within their organisations.

Phil Quickenden, Head of Customer & Registration Services, London Borough of Camden

12:30 13:30

NETWORKING LUNCH

Enjoy a delicious lunch over conversation with your CX peers.

AGENDA DAY TWO 4 November



13:35 _ 14:05	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.						
14:10 - 14:40	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.						
14:45 15:15	ONE TO ONE BOSINESS MEETINGS						
15:15 - 15:25	NETWORKING BREAK						
	MASTERCLASSES Join these highly collaborative workshops with a select group of peers facing similar challenges. 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! TRACK A TRACK B TRACK C						
	Join these highly collaborative workshops with a select group of particles of the select group	ent executive, you will then dive into interactive discussions immediate g in-between!	ely after to contextualise your new learnings within your own				
15:25 	Join these highly collaborative workshops with a select group of particles of the select group	ent executive, you will then dive into interactive discussions immediate g in-between!	ely after to contextualise your new learnings within your own				

AGENDA DAY TWO 4 November



16:15 - 16:25	NETWORKING BREAK				
16:25 - 16.55	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.				
17:00 17:30	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.				
17:35 18.05	PRESENTATION FROM EXPERIMENT TO IMPACT: USING AI TO EARN CUSTOMER CONFIDENCE The hype around Generative AI is fading, and customer expectations are rising. Novelty is no longer enough. Customers want to see AI deliver real value while maintaining a sense of trust and empathy. In this session, explore how to move beyond pilots and prototypes to apply AI in ways that strengthen customer relationships. Discover where simple, focused interventions can deliver meaningful results and how to build confidence through transparency, responsiveness and relevance. Hosted by Sutherland				
18:05 _ 18:30	PRESENTATION HOW TRANSFORMATIONAL LEADERSHIP & A CULTURE OF DISRUPTIVE INNOVATION ENHANCES CUSTOMER ENGAGEMENT Hear an honest recount about leading a disruptive brand through turbulent times, whilst maintaining a focus on customer experience and innovation at the heart of the business Unlock insights into how to continue to disrupt and innovate, cementing unparalleled loyalty with a world-wide customer base				
18:30 18:35	CHAIRPERSON'S CLOSING REMARKS				
18:35 - 19:35	WELCOME NETWORKING DRINKS RECEPTION				

AGENDA DAY THREE 5 November



8:30 9:00	REGISTRATION & NETWORKING BREAKFAST
9:00 - 9:05	CHAIRPERSON'S OPENING REMARKS & WELCOME
9:05 - 9:30	PANEL DISCUSSION BUILDING LIFELONG LOYALTY: STARTING FROM THE FIRST EXPERIENCE Discover how NatWest Rooster Money are creating long-term customer relationships by helping families and children build financial confidence early; fostering loyalty that lasts a lifetime. • Discover how building strong financial habits in families supports wellbeing and fosters long-term trust in banking • Learn how NatWest Rooster Money uses data and agile practices to better understand and serve customers in more personal ways • Hear how the Rooster Money experience delivers lasting value through flexible options and personalised nudges that evolve with customers and drive lifelong engagement Kevin Murphy, Chief Operations Officer, NatWest Rooster Money
9:30 9.55	PRESENTATION REBUILDING TRUST THROUGH TRANSFORMATION: LEADING CUSTOMER SERVICE CHANGE AMID COST PRESSURES AND PUBLIC SCRUTINY In the midst of the largest investment and most radical transformation the water sector has ever seen, discover what it takes to deliver operational transformation at scale while keeping customers informed, engaged, and supported in the face of rising costs and public scrutiny. • How to lead a technology and operational transformation in a highly regulated, traditionally low-profile sector facing increased public attention • Communicating the "why" behind major service and cost changes to retain trust and deliver on environmental and customer impact goals • Lessons learned from transforming internal platforms and services under intense operational and public pressure Kit Wilson, Director of Customer and Developer Services, Dŵr Cymru Welsh Water
9.55 - 10:20	PRESENTATION HOW TO DERIVE IMPACTFUL INSIGHT FROM CUSTOMER DATA Bhagya and her team embarked on a journey to democratise data, enabling cross-functional collaboration and empowering business units with access to real-time customer insights. • Enable faster, smarter decisions by making real-time customer data accessible across functions • Accelerate complaint resolution and boost satisfaction by streamlining access to relevant information • Enhance service excellence with Al tools that harness rich customer data to support frontline agents Bhagya Reddy, Executive Director of Empowerment and Collaboration, Virgin Media O2

AGENDA DAY THREE



10:20 10:30

NETWORKING BREAK

10:30 11:00

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.

11:05 11.35

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.

11.40 12:10

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.

12:10 12:20

NETWORKING BREAK

"My experience of the event has been great. I've really enjoyed the speakers. I also think the multi-format works well some presentations, some boardrooms, some interactive sessions. The variety keeps it really exciting. I've learnt a lot." Dan Allen, Deputy Director of Member Services, NRLA







MASTERCLASSES

Join these highly collaborative workshops with a select group of peers facing similar challenges. 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!

	TRACK A	TRACK B	TRACK C
	HAPPY EMPLOYEES = HAPPY CUSTOMERS: BEST PRACTICE ON DRIVING HUMAN-CENTRIC STRATEGIES	MODERN CX IN A DIGITAL-FIRST BUSINESS: LESSONS FROM SMARTY MOBILE	FROM INSIGHT TO IMPACT: KEEPING CX HUMAN IN A DIGITAL-FIRST WORLD
12:20 13:00	It's a misconception that CX leadership stops with creating exemplary customer experiences. This is only half the battle. Support employees need to feel empowered, safe and valued to deliver their best for customers. • Create a psychologically safe environment for support staff, especially when they navigate challenging customer conversations • Develop engagement strategies for employees, balancing skill and will to empower their career paths • Balance Al-driven efficiency with soft skills to future-proof the workforce	As we move towards a digital-first future, learn how SMARTY Mobile is leveraging low-contact models to drive loyalty, enhance customer experience, and balance automation with human touch. • Drive the future of telco CX with a digital-first strategy • Balance self-service solutions with personalised human care • Build customer loyalty and operational excellence through innovation • Engage with communities to foster lasting customer relationships	As automation and Al reshape the landscape, how can purpose-led organisations stay truly connected to the people they serve? This session explores how deep customer insight informs strategy, reduces risk, and keeps the human touch at the heart of every interaction. Discover how to turn research into action, build seamless journeys across parallel tracks, and involve customers and colleagues in your CX design. • Bring customer voices from research, conversations and lived experience into every layer of CX strategy, brand and service design • Balance empathy with innovation by designing journeys that meet diverse needs while navigating the rise of Al and self-serve • Create seamless, insight-driven experiences by aligning teams around shared research to reduce risk and strengthen resilience
	Jen McCartney, Director Diversity, Inclusion, Equity and Belonging, PayPal	Derek Donaldson, Head of CX, SMARTY Mobile	Sally Gaudion, Chief Customer Officer, Nottingham Building Society
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@igpc.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







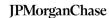


























THE INTERCONTINENTAL LONDON PARK LANE



The InterContinental London Park Lane is a premier venue that reflects the exclusivity and seniority of the exchange format. Situated in the heart of Mayfair overlooking Hyde Park, it offers a refined and discreet environment perfectly suited for high-level conversations. With its blend of classic elegance and modern sophistication, it sets the tone for focused, strategic dialogue.

This iconic five-star setting ensures every meeting feels high-value, from private 1:1s to C-level roundtables. Its reputation for impeccable service, luxurious surroundings, and attention to detail makes it the ideal backdrop for meaningful connections and deal-making conversations among senior executives.









REQUEST YOUR INVITATION



WANT TO JOIN THE UK'S TOP 60 CX LEADERS?

Request your invitation now and a member of our team will be in touch!

REQUEST INVITATION