



The CX Imperative: Profitable Innovation, Purposeful Connection

17 – 20 June 2025 | Amara Sanctuary Sentosa, Singapore

Welcome to **CX Asia Week** - Asia's Premier Customer Experience Summit in a Time of Heightened Uncertainties. Celebrating its 13th edition, CX Asia Week remains the cornerstone of the globally renowned CX Network & CCW Digital ecosystem, connecting you with an unparalleled **community of over 200,000 CX professionals worldwide**.

In today's climate of significant market volatility, driven by evolving global trade dynamics and economic uncertainties, the imperative for exceptional customer experience has never been greater. **CX Asia Week 2025** directly addresses this critical juncture, exploring how organisations can strategically leverage customer experience not just as a differentiator, but as a bedrock of resilience and sustained growth. Our program will navigate the delicate balance of embracing technological advancement, particularly the strategic and cautious implementation of GenAI and automation, while fortifying meaningful human connections that build lasting customer loyalty in uncertain times. More than ever, organisations face the dual challenge of optimising technology ROI amidst economic headwinds and leveraging superior CX to not only meet but exceed rapidly evolving consumer expectations shaped by market anxieties.

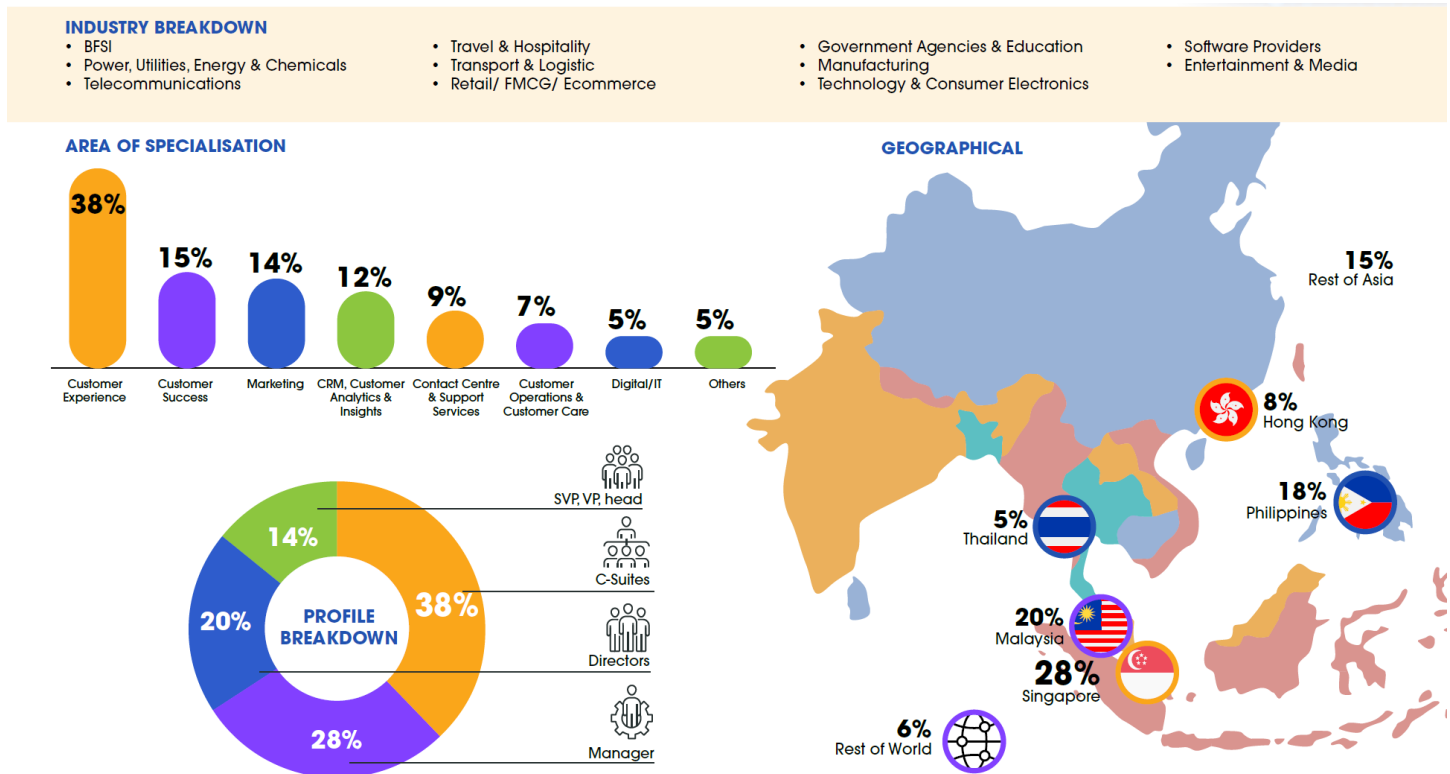
CX Asia Week 2025 will equip attendees with actionable insights, practical tools, and real-world strategies to not just navigate this dynamic environment, but to emerge stronger and more customer-centric. **Join us to discover how to build unwavering customer relationships that can weather any storm.**

What Makes CX Asia Week 2025 Unique?

- **13 Years of Excellence:** Asia's longest-running CX Conference
- **200,000+ CX Leaders:** Global reach through our CX Network Community
- **Top Industry Voices:** Senior leaders from Trust Bank, Jollibee, Gojek, AirAsia and more
- **90% End-User Attendance:** Premium networking with a focused audience
- **CX Excellence Awards:** 11 years celebrating Asia's most innovative CX organisations
- **Impact of AI in Marketing and Businesses:** Sessions on how leading brands drive results with AI

The **13th annual CX Asia Week 2025** will once again gather the region's movers and shakers of customer experience to debate, discuss and explore best practices in driving profitable innovation and purposeful connection.

WHO WILL BE THERE:




Agenda-at-a-Glance & Key Themes

- Reframing CX as a Strategic Growth Lever Amid Economic Headwinds to Build Loyalty, Retention, and Business Resilience
- Maximising ROI and Trust Through Thoughtful AI & Automation Integration Without Compromising Human-Centred CX
- Driving Operational Efficiency and Customer-Centric Agility to Deliver Exceptional CX on Leaner Budgets



Tuesday, 17 June 2025 Pre-Conference Day	Wednesday, 18 June 2025 Main Conference Day 1	Thursday, 19 June 2025 Main Conference Day 2	Friday, 20 June 2025 Post-Conference Day
<ul style="list-style-type: none"> Interactive Workshop - Enhancing Experiences Through Insight and Inclusion 	<ul style="list-style-type: none"> The \$2 Trillion Opportunity: Decoding Asia's Unique CX Evolution in 2025 The Balancing Act – Optimising Technology While Preserving the Human Touch 	<ul style="list-style-type: none"> Value Beyond Price: Crafting Meaningful Customer Relationships The Personalisation Paradox: Mass Customisation in the Age of Privacy 	<ul style="list-style-type: none"> CX Data in Action: From Insights to Impact



Thank you to our Industry Speakers


- **Low Ngai Yuen**, Chief Merchandise & Marketing Officer, **AEON**
- **Dr Bishoy Sawiris**, Chief Data Officer, **GB Corp**
- **Biswa Banik**, Chief Data Officer, **Tonik Digital Bank**
- **Manpreet Singh**, Senior MD and Group Head – Customer Experience Management, **CIMB**
- **Vidya Sagar**, General Manager, **Phulay Bay, a Ritz-Carlton Reserve**
- **Harriet Wakelam**, Experience Design Director, **DBS Bank**
- **Igor Vincetic**, General Manager, **Electrolux Group**
- **Katja Forbes**, Executive Director, Head of Client Experience, CIB DCDA, **Standard Chartered Bank**
- **Raymond Tiew**, Director of Business Development, **CBC Tech**
- **Sushil Katdare**, CX Director, Greater China & Intercontinental Region, **GSK**
- **Sandra De Zoysa**, Group Chief Customer Officer, Dialog Axiata PLC and Managing Director, **Dialog Business Services**
- **Jessica Li**, Group Head, Operations & Systems, **LUXASIA**
- **Dr Angel Lo**, Head of Customer Experience APAC, **Olympus APAC**
- **Praveen Tiwari**, Vice President (Head - Customer Service), **AVI Renewable Energy**
- **Raymond Tan Choon Guan**, Assistant Commissioner, Taxpayer eXperience Division; Quality Service Manager, **Inland Revenue Authority of Singapore**
- **Anjali Kalia**, Assistant Vice President – Digital Excellence, **IHH Healthcare**
- **Teeraphol Ambhai**, Head of Search Experience MarTech, **Bumrungrad International Hospital**
- **Pascal Daniel**, Head of Customer Success, Asia Pacific & Japan, **Nokia**
- **Reeta McGinn**, Omnichannel Experience Director APAC, **Avolta** (*Duty Free, World Duty Free, Dufry, Hudson*)
- **Dr. Darren How**, Head of Corporate Communications & Employee- **Jebsen & Jessen**
- **Vivian Miao**, Organisational Development Director - Global Customer Support Center, **Trip.com**
- **Madhu Oza**, Director Global Technical Services and Service Excellence **Abbott**
- **Priya Naidu**, Customer Experience Lead, **LeapFrog Investments**
- **Yohanes Paulus Bisma**, Product Manager
- **Milind Gaharwar**, Principal AI Scientist, **Mercedes Benz**
- **Andrew Mulero**, Customer Service Delivery – Senior Lead, **Telstra**
- **Jiahao Yee**, Regional Customer Program Manager, **Maersk**
- **Sebastien Boisseau**, Regional Digital Customer Engagement, Innovation, Business Transformation, **Menarini Asia-Pacific**
- **Declan Ivory**, Vice President of Customer Support, **Intercom**
- **Sanghee Lee**, General Manager Global AI Business Strategy, **Sendbird**
- **Dr. Kartina Sury**, Asia Regional Leadership Council, **Customer Experience Professionals Associations (CXPA)**
- **Patricia Mulles**, Director & Global Head of Partnerships, **She Loves Data**

Conference Day One Wednesday, 18 June 2025	
8:15	Registration Opens
9:00	Welcome & Housekeeping Address from CX Asia Week
9:05	Opening Remarks from the Conference Chairperson Reeta McGinn , Omnichannel Experience Director APAC, Avolta (Duty Free, World Duty Free, Dufry, Hudson)
The \$2 Trillion Opportunity: Decoding Asia's Unique CX Evolution in 2025	
9:10 D1S1	Opening Case Study: CX Asia Excellence Awards 2024 Winner! Seamless Patient Experience with Cutting-Edge Technology from Awards-Winning Organisation Bumrungrad International Hospital <i>The leading hospital swept 11 awards at the industry-leading CX Asia Excellence Awards 2024 – and in this session, we dive deep into the unique ecosystem within the organisation and how they have emerged as one of the best.</i> <ul style="list-style-type: none"> • MarTech Ecosystem Integration • Mobile First Approach • Data-Driven Insight • Employee is a Key Teeraphol Ambhai , Head of Search Experience MarTech, Bumrungrad International Hospital
9:40 D1S2	A Look into How Intercom is Leveraging AI to Transform Customer Service from Being a Cost Centre to a Value Driver AI is disrupting, in a positive way, how customer service is delivered and has the potential to transform the customer experience. In this session we will explore how Intercom, a leading provider of AI Agent and customer service solutions, is leveraging AI to transform customer service from being a cost centre to being a value driver for the business, and how AI is and will continue to positively impact all aspects of Customer Experience. Declan Ivory , Vice President of Customer Support, Intercom
10:10 D1S3	Fireside Chat Beyond Disruption: The New Rules of Customer Experience in Asia <i>CX remains one of the key differentiating factors in elevating an organisation's competitive advantage, and this is further highlighted with the market projected to reach over USD\$7-billion by 2028. This fast pace of growth (over 18%!) demonstrates the strong belief and continuous investments into this function as a foundation for global success.</i> <ul style="list-style-type: none"> • The Digital-First Reality: How Asia's hyper-connected consumers are reshaping CX standards and expectations. • Growth Champions: Success patterns from the region's most innovative customer experience transformations. • Tomorrow's Playbook: Building resilient CX strategies in volatile markets. Moderator: Pascal Daniel , Head of Customer Success, Asia Pacific & Japan, Nokia Panellists: Manpreet Singh , Senior MD and Group Head – Customer Experience Management, CIMB Sushil Katdare , CX Director, Greater China & Intercontinental Region, GSK
10:40 	Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the event! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the event.

11:00 	Morning Break & Refreshments Take this time to network with your fellow industry peers and visit our exhibitors!		
The Balancing Act: Strategic Tech for Essential CX - Human Connection Still Key			
11:30 D1S4	Fireside Chat Bridging the Gap: Designing Smarter Transitions from Bots to Humans <i>Even the smartest tech can't anticipate every customer need. So what happens when automated systems fall short? Explore how leading brands are designing for the "what ifs"—building service recovery strategies that blend automation with empowered human support to protect trust, loyalty, and satisfaction.</i> <ul style="list-style-type: none">• The Breaking Point: How to recognise critical failure moments in digital journeys and respond with seamless human intervention• Equipping frontline teams with the tools, training, and trust to resolve complex issues with confidence and speed• Smart Handoffs: Best practices for integrating automated systems and human agents to ensure continuity and boost satisfaction Moderator: Reeta McGinn , Omnichannel Experience Director APAC, Avolta (Duty Free, World Duty Free, Dufry, Hudson) Panellists: Teeraphol Ambhai , Head of Search Experience MarTech, Bumrungrad International Hospital Jiahao Yee Regional Customer Program Manager, Maersk		
12:00 D1S5	From Experimentation to Impact: How Leading Brands Are Deploying AI Agents at Scale <i>As many enterprises remain stuck in the PoC phase of GenAI adoption, some CX leaders are already moving beyond experimentation – transforming AI agents into powerful, scalable solutions that deliver measurable business impact. In this session, hear key lessons from successful deployments that are redefining what's possible in AI-enabled customer experience.</i> <ul style="list-style-type: none">• Turning Potential into Practice: What sets successful AI agent deployments apart from ongoing pilots and internal tests• Laying the Operational Foundation: Critical processes, teams, and governance models that enable real-world execution• Building for Scale: Capacity-building strategies and cross-functional alignment needed to sustain transformation Sanghee Lee , General Manager Global AI Business Strategy, Sendbird		
12:30	Networking Lunch Break This is your chance to network with fellow industry peers and top-notch solution providers – plus stand a chance to win exciting prizes given away by our partners Sendbird and Inspiro !		
13:30 D1S6	Interactive Discussion Group (2 rounds of 50-minutes) Structured to maximise audience interaction and participation, each session allows you to zone-in and focus on the topics that matters most to you, providing an opportunity for you to not only learn from your peers first-hand but share your challenges actively as well.		
	Roundtable A Performance That Matters: Redefining Metrics in a Digital CX World Led by Praveen Tiwari , Vice President (Head - Customer Service), AVI Renewable Energy	Roundtable B Future-Ready CX Leadership: Building Agile, AI-Confident Teams Led by Dr. Kartina Sury , Asia Regional Leadership Council, Customer Experience Professionals Associations	Roundtable C Sustainable CX: From Buzzword to Business Imperative Led by Raymond Tiew , Director of Business Development, CBC Tech

15:10 	Afternoon Break & Refreshments Take this time to network with your fellow industry peers and visit our exhibitors to understand their latest cutting-edge products and offerings.
15:40	Prize Giveaway by Our Event Partner: Inspiro <i>Winners have to be present to be eligible to win prizes given away by our partners.</i>
Beyond Screens: Mastering Physical Brand & Customer Experiences	
15:50 D1S7	Panel Discussion Beyond the AI Hype: What's Really Driving Results in Customer Experience <i>Did you know? Market leaders forecast that AI in customer service will save businesses \$80 billion globally by 2026. However, the challenge lies in being able to effectively – and seamlessly – integrate this technology with legacy systems and processes.</i> <ul style="list-style-type: none"> Proving the ROI: Where CX automation is genuinely moving the needle—and how to build a business case that survives your CFO's scrutiny AI That Adds Value: Understanding the areas where AI is delighting users—and where human intervention is still key From Pilot to Scale: Why some AI rollouts stall, and the success strategies top brands use to integrate AI into complex systems without disrupting service Moderator: Dr. Kartina Sury , Asia Regional Leadership Council, Customer Experience Professionals Associations (CXPA) Panellists: Anjali Kalia , Assistant Vice President – Digital Excellence, IHH Healthcare Yohanes Paulus Bisma , Product Manager Milind Gaharwar , Principal AI Scientist, Mercedes Benz Pascal Daniel , Head of Customer Success, Asia Pacific & Japan, Nokia
16:20 D1S8	Fireside Chat From Transaction to Transformation: Reimagining the Branch and Store Experience <ul style="list-style-type: none"> Moving beyond the traditional model of branches and stores as solely transactional spaces Focus on building engagement, fostering brand loyalty, and offering value-added services Community Hubs: Transforming branches and stores into community hubs, hosting events, workshops, and offering gathering spaces for customers to connect with each other and the brand Personalised Customer Journeys: Leveraging data and technology to personalise the customer journey within branches and stores, offering tailored recommendations, product demonstrations, and service options Igor Vincetic , General Manager, Electrolux Group
16:50	Closing Remarks from the Chairperson
17:00	End of Conference Day 1
18:30	<div>  <div> CX Asia Excellence Awards Networking Dinner & Awards Ceremony* <i>*Only accessible for attendees who have purchased a separate Awards ticket</i> </div> </div>

Conference Day Two Thursday, 19 June 2025	
8:15	Registration Opens
9:00	Welcome & Housekeeping Address by CX Asia Week
9:05	Opening Remarks from the Chair Reeta McGinn , Omnichannel Experience Director APAC, Avolta (Duty Free, World Duty Free, Dufry, Hudson)
9:10 D2S1	Rise of the Machine Customers: Preparing for the Next Evolution in Buying Behavior <i>AI-powered systems are no longer just tools—they're becoming customers. From smart devices reordering supplies to autonomous bots managing procurement, the buying landscape is evolving fast. This session explores what the rise of machine customers means for commerce, CX, and competitive advantage.</i> <ul style="list-style-type: none"> • Custo-Bots 101: Understanding how autonomous systems are already changing behaviors • The Connected Buyer: What 7+ billion smart devices mean for future purchasing power • Thriving in the Machine Economy: How to adapt your customer strategy for machine-to-machine transactions Katja Forbes , Executive Director, Head of Client Experience, CIB DCDA, Standard Chartered Bank
9:40 D2S2	Fireside Chat Data That Delivers: Turning Customer Insight into CX and Commercial Wins CX leaders are sitting on goldmines of customer data—but how do you turn insight into action <i>that moves the needle</i> ? In this fireside chat, discover how top brands are translating data into decisions that drive loyalty, personalisation, and measurable business growth. <ul style="list-style-type: none"> • Beyond Vanity Metrics: How to measure the real impact of data-driven CX initiatives • Connecting the Dots: Building a single source of truth from fragmented data sources • Driving Value: How brands are using customer intelligence to boost loyalty and the bottom line Moderator: Dr Angel Lo , Head of Customer Experience APAC, Olympus APAC Panellist: Dr Bishop Sawiris , Chief Data Officer, GB Corp Andrew Mulero , Customer Service Delivery – Senior Lead, Telstra
10:10 	Speed Networking Session Join us in this Speed Networking Session where you will be able to meet other participants at the event! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the event.
10:30 	Morning Break & Refreshments Take this time to network with your fellow industry peers and visit our exhibitors!
Value Beyond Price: Cultivating Customer Bonds for Recession Resilience	
11:00 D2S3	Global Connectivity: Transforming Travel Experiences with Avolta's Cross-Border Loyalty Revolution <i>Explores how Avolta's innovative loyalty program transcends borders to enrich customer engagement and drive loyalty.</i> <ul style="list-style-type: none"> • Seamless integration of rewards across 5,100 outlets in 73 countries, providing customers with unified loyalty experience • Customised loyalty offerings that cater to diverse customer preferences, enhancing satisfaction and retention • Data-driven insights enabling continuous improvement of the loyalty program, ensuring relevance and effectiveness in different markets Reeta McGinn , Omnichannel Experience Director APAC, Avolta (Duty Free, World Duty Free, Dufry, Hudson)

11:30 D2S4	<p>Case Study Driving CX Excellence Through Employee Engagement: Lessons from a Global Volunteer Program <i>Learn from Dr. Darren How's insights on designing effective employee experiences through corporate volunteering, as he shares about Jebesen & Jessen's award-nominated "Meet a Need" programme that spans multiple countries.</i></p> <ul style="list-style-type: none"> • EX = CX: How aligning employee engagement initiatives with company values leads to a stronger, more customer-centric culture • A Global Approach to Engagement: Insights from Jebesen & Jessen's cross-border program that connects employees to meaningful community impact—and customer relationships • From Employee to Advocate: The ripple effect of employee engagement on branding, satisfaction, and customer loyalty <p>Dr. Darren How, Head of Corporate Communications & Employee Experience, Jebesen & Jessen</p>
12:00	<p>Networking Lunch Break This is your chance to network with fellow industry peers and top-notch solution providers – plus stand a chance to win exciting prizes given away by our partners Sendbird and Inspiro!</p>
<p>The Personalisation Paradox: Responsible & Essential Individualisation in a Downturn <i>Learn how to deliver impactful, relevant personalisation ethically and cost-effectively, respecting privacy while building stronger customer relationships in an economically sensitive environment.</i></p>	
13:00 D2S5	<p>From Data Chaos to CX Clarity: How One Brand Transformed the Customer Journey with AI <i>Data and AI might be the future of customer experience—but only if they're used with purpose. By transforming fragmented data into actionable insight you can use AI to deliver experiences that truly resonate with your audiences – here's how!</i></p> <ul style="list-style-type: none"> • Tackling disconnected data sources to create a unified customer view • Reshaping key customer touchpoints through automation and intelligence • Impact, Not Just Insight: The measurable business results—and lessons learned from bumps along the way • Understanding the key trends to track as AI and data maturity evolve <p>Dr. Bishey Sawiris, Chief Data Officer, GB Corp</p>
13:30 D2S6	<p>Fireside Chat From Omnichannel Overload to Optichannel Mastery: Delivering More by Doing Less</p> <ul style="list-style-type: none"> • Precision Over Presence: Why customers are shifting toward high-quality, meaningful interactions over fragmented, omnichannel strategies—and how to get it right • AI as an Ally, Not an Overload: Harnessing AI to enhance content personalisation without losing the human touch or creating disconnects across channels • Mastering the Essentials: Using data and analytics to identify and optimise your most impactful channels—focusing on quality over quantity <p>Moderator: Katja Forbes, Executive Director, Head of Client Experience, CIB DCDA, Standard Chartered Bank</p> <p>Panellists: Sebastien Boisseau, Regional Digital Customer Engagement, Innovation, Business Transformation, Menarini Asia-Pacific Andrew Mulero, Customer Service Delivery – Senior Lead, Telstra</p>
14:00 	<p>Afternoon Break & Refreshments Take this time to network with your fellow industry peers and visit our exhibitors to understand their latest cutting-edge products and offerings. This is also your final chance to enter the prize giveaways by our event partners – Sendbird and Inspiro!</p>
14:40	<p>Prize Giveaway by Our Event Partners: SendBird & Inspiro <i>Winners have to be present to be eligible to win prizes given away by our partners.</i></p>

Tomorrow's Teams: The Future of Service Excellence	
14:50 D2S7	<p>Redefining the Shopper Experience – The Role of Physical Stores and Branches in a World Dominated by E-Commerce</p> <p><i>Aeon Group Malaysia is a leading retail conglomerate in Malaysia, offering a wide range of products and services. Known for its hypermarkets, supermarkets, and shopping malls, Aeon Group caters to the diverse needs of Malaysian consumers.</i></p> <ul style="list-style-type: none"> • How AEON is Transforming Branches and Stores for a Digital-First Future • Leveraging data for personalised marketing, and creating seamless online-to-offline (O2O) journey • Innovations in store design and layouts to adapt to changing customer behaviour <p>Low Ngai Yuen, Chief Merchandise & Marketing Officer, AEON</p>
15:20 D2S8	<p>Panel Discussion</p> <p>Empowering Employees for Digital CX Success: Bridging the EX-Tech Divide</p> <p><i>Understanding how employee experience shapes the success of your digital CX transformation</i></p> <ul style="list-style-type: none"> • The ROI Reality: How investing in employee experience (EX) technology translates into measurable business outcomes, beyond just engagement scores • The Frontline Factor: How top brands are reimagining tools, training, and culture to create a more agile, AI-ready workforce • Why many tech investments fail to empower employees—and how to align tools with employee needs for a more seamless, impactful digital transformation <p>Moderator:</p> <p>Sandra De Zoysa, Group Chief Customer Officer, Dialog Axiata PLC and Managing Director, Dialog Business Services</p> <p>Panellists:</p> <p>Priya Naidu, Customer Experience Lead, LeapFrog Investments</p> <p>Vivian Miao, Organisational Development Director – Global Customer Support Center, Trip.com</p> <p>Madhu Oza, Global Technical Services and Service Excellence, Abbott</p>
16:00	Closing Remarks from the Chairperson
16:10	End of Conference

Pre-Conference Workshop Tuesday, 17 June 2025		Post-Conference Workshop Friday, 20 June 2025	
Enhancing Experiences Through Insight and Inclusion Ready to inspire your teams and redefine your CX journey? This is where it starts.		CX Data in Action: From Insights to Impact You have the data. You have the tools. Now what? Join an intimate gathering of APAC's senior CX leaders to move beyond data collection to data activation.	
10:00	Registration Opens	10:00	Registration Opens
10:30	Welcome & Housekeeping Address	10:30	Welcome & Housekeeping Address
		10:35	Opening Remarks from the Chair Patricia Mulles , Director & Global Head of Partnerships, She Loves Data
10:40 PreS1	Mastering Customer Journey Mapping for Lasting Impact Unlock the power of compelling customer journey mapping to elevate your organisation's CX strategy. In this immersive session, participants will learn how to visualise and identify key touchpoints that define customer experiences. What You Will Learn: <ul style="list-style-type: none"> Practical Techniques: Discover step-by-step methodologies to develop customer journey maps, identifying critical pain points and moments of delight. Data-Driven Insights: Learn how to leverage quantitative and qualitative data to inform your mapping process, ensuring alignment with customer expectations. Collaborative Workshops: Engage in hands-on exercises with templates, real-world examples to confidently map customer journeys that drive business and service transformation. Led by: Raymond Tan Choon Guan , Assistant Commissioner, Taxpayer eXperience Division; Quality Service Manager, Inland Revenue Authority of Singapore	10:40 PoS1	Fireside Chat Beyond Collection to Action: How APAC's Top Brands Actually Use Their CX Data <ul style="list-style-type: none"> Turning Insight into Action: Behind the scenes of how top brands effectively convert data into customer-first actions The Priority Playbook: Frameworks for identifying and acting on the most impactful insights, fast Success Stories: Real-world examples of brands achieving measurable results by turning CX data into customer loyalty and business growth Moderator: Patricia Mulles , Director & Global Head of Partnerships, She Loves Data Panellists: Prashant Lulla , Head of CX APAC, Zurich Vidya Sagar , General Manager, Phulay Bay, a Ritz-Carlton Reserve
		11:20 PoS2	Panel Discussion Voice of the Customer in the Boardroom: Turning CX Data into Strategic Business Decisions <ul style="list-style-type: none"> Aligning CX with C-Suite Priorities: How to make CX data resonate with executive-level decision-making and business goals Turning Insights into Action: How to transform customer feedback into high-impact strategic initiatives. Securing Buy-In for CX: Effective strategies for winning executive support and investment for CX programs Moderator: Patricia Mulles , Director & Global Head of Partnerships, She Loves Data Panellists:

			Raymond Tiew , Director of Business Development, CBC Tech Biswa Banik , Chief Data Officer, Tonik Digital Bank
12:10	Networking Lunch Break	12:10	Networking Lunch Break
13:10 PreS2	Leaving No One Behind: Rethinking Journey Design in the Age of AI Listening As AI evolves from automation tool to insight engine, customer journey design is undergoing a profound shift. This session explores how brands are using AI as a <i>listening post</i> —capturing new signals, surfacing unmet needs, and transforming how experiences are mapped, delivered, and refined. Key Takeaways: <ul style="list-style-type: none"> From Pixels to Prompts: How AI is reshaping journey management—moving from static paths to dynamic, context-aware interactions. Experience Architecture vs. Experience Atlas: Do we need fixed frameworks or flexible navigational tools to keep pace with changing behaviour? The Agentic Era: As AI begins to take initiative, how are the most valuable data types shifting—and what does that mean for how we design service? Harriet Wakelam , Experience Design Director, DBS Bank	13:10 PoS3	Engaging Smarter: Using Data and AI to Build Deeper, More Personalised Customer Connections <ul style="list-style-type: none"> Proactive Engagement with Predictive Analytics: How AI can help you predict customer behavior and engage before the need arises. Hyper-Personalisation with Customer Segmentation: Moving beyond basic demographics to tailor experiences that truly resonate with diverse audiences Driving ROI with Smart Engagement Metrics: The latest methods for measuring engagement ROI in real-time, and optimising strategies based on data-driven insights Biswa Banik , Chief Data Officer, Tonik Digital Bank
14:00	End of Pre-conference day	14:00	End of Post-conference day