



14th ANNUAL CUSTOMER EXPERIENCE ASIA WEEK 2026

16-19 June 2026 ■ Singapore

Featuring:

NEXT GEN
CX

CCW CUSTOMER
CONTACT WEEK
ASIA

NEXT GEN
MARKETING

CX ASIA
EXCELLENCE
AWARDS 2025
Celebrating Brilliance

FROM VISION TO PROOF: TURNING CUSTOMER EXPERIENCE INTO TANGIBLE IMPACT



CATHERINE SANTAMARIA
SVP and Chief Customer & Marketing Officer, Bank of the Philippine Islands (BPI)



RAJESH GROVER
Group Chief Digital Officer & Head of AI, Kanmo Group



BISHOY SAWIRIS
Chief Data Officer, GB Corp



NIKOLAUS ONG
Chief Digital Officer, COMO Group



ALICIA CHONG
SVP, Customer Experience, Institutional Banking Group, DBS Bank



FATIMAH HUSSEIN
SVP, Head Customer Contact Centre, RHB Banking Group

Our Partners:

LIVEPERSON

twilio

sobot

thematic

JOIN US TO DISCOVER:

HOW TO CREATE VISIONARY CUSTOMER EXPERIENCES AND CONTACT CENTRE EXCELLENCE

As Asia's #1 Platform for CX, Contact Centres, Customer Service & Support, the CX Asia Week returns for its 14th edition. Amid the rapid rise of AI, shifting customer expectations, and new service models, Asia's customer experience and contact centre landscape is entering a defining moment.

CX Asia Week 2026 dives deep into contact centre transformation, next-generation experience design, and experience-led leadership to long-term growth in today's unpredictable landscape.

WHAT CAN YOU EXPECT AT CX ASIA 2026?

14 YEARS OF EXCELLENCE
Asia's longest-running CX conference

200,000+ CX LEADERS ACROSS ASIA AND BEYOND:
A global community uniting CX, contact centre and digital leaders from across APAC

90% END-USER ATTENDANCE ACROSS ALL INDUSTRIES:
Unmatched cross-sector audience with outcome-focused exchanges

CX EXCELLENCE AWARDS:
12 Years of celebrating Asia's most innovative CX teams

TOP INDUSTRY VOICES:
Hear from senior leaders from CIMB, Singtel, Unilever, JLL, Emirates Shipping and more

ASIA'S #1 ASIA'S LEADING PLATFORM:
The only event where regional leaders and global MNCs from CX, Contact Centres and Customer Operations converge



EVENTS NOT TO BE MISSED:



17 June 2026

The **CX Asia Excellence Awards** is Asia's top recognition for exceptional customer experience achievements. Join us in celebrating the best practices and transformative strategies that have elevated the CX landscape across the region.

NEXT GEN MARKETING

17-18 June 2026

AI is no longer a futuristic concept - it's changing how we connect with customers today. At Next-Gen Marketing Asia, tackle the real challenges and risks of AI head-on, while showcasing its incredible potential to boost efficiency, spark creativity, and deliver personalised experiences that truly connect.

TWO FLAGSHIP CONFERENCES. ONE UNIFIED CX ECOSYSTEM.

14th ANNUAL
CUSTOMER
EXPERIENCE
ASIA WEEK 2026



NEXT GEN CX

Leading the future of customer experience, design, and enterprise-wide transformation.

KEY THEMES:

- Intelligent experience design & ethical AI
- Predictive, personalised journeys
- Cross-functional CX leadership & operating models
- Customer insight, analytics and foresight
- Digital transformation & journey orchestration



CCW CUSTOMER CONTACT WEEK ASIA

Advancing contact centre operations, service excellence, and workforce performance.

WHO THIS STREAM IS DESIGNED FOR:

Senior executives responsible for:

- Customer Experience
- Experience Design & Digital Experience
- Transformation, Strategy & Innovation
- Data, Insights & Journey Owners
- Omni-channel strategies
- Customer Analytics

- Modern contact centre operating models
- AI, automation & intelligent operations
- Workforce performance, coaching & empowerment
- Omnichannel service delivery & conversational AI
- Real-time service analytics & operational efficiency

- Contact Centre, Customer Service & Operations
- Workforce Management & Quality
- Customer Support & Service Excellence
- Digital Service, Automation & Conversational AI
- Operational transformation & excellence

AGENDA AT A GLANCE

CX 14th ANNUAL CUSTOMER EXPERIENCE ASIA WEEK 2026

16 JUNE 2026

PRE-CONFERENCE DAY
Learn how to harness Agentic AI for Intelligent, Human-Centred Customer Experience.

17 JUNE 2026

CX ASIA EXCELLENCE AWARDS
Let's get together to celebrate the achievements of Asia's CX teams under the disco lights.

17-18 JUNE 2026

MAIN CONFERENCE DAYS
For the first time ever, you will two dedicated premium streams: **Next Gen CX** and **CCW Asia**! Hear from organisations who have successfully transformed their contact centre operations and customer experience strategies to advance measurable innovation and purposeful human connection in the next era of customer experience.

NEXT-GEN MARKETING

Hear from Asia's most innovative marketers on how to turn data into insights and influence into impact in an ai-accelerated, experience-led marketing era.

19 JUNE 2026

POST-CONFERENCE WORKSHOP
Discover how you can empower the future workforce through ai-augmented performance, skills, and workforce management.

WHO YOU'LL GET TO MEET



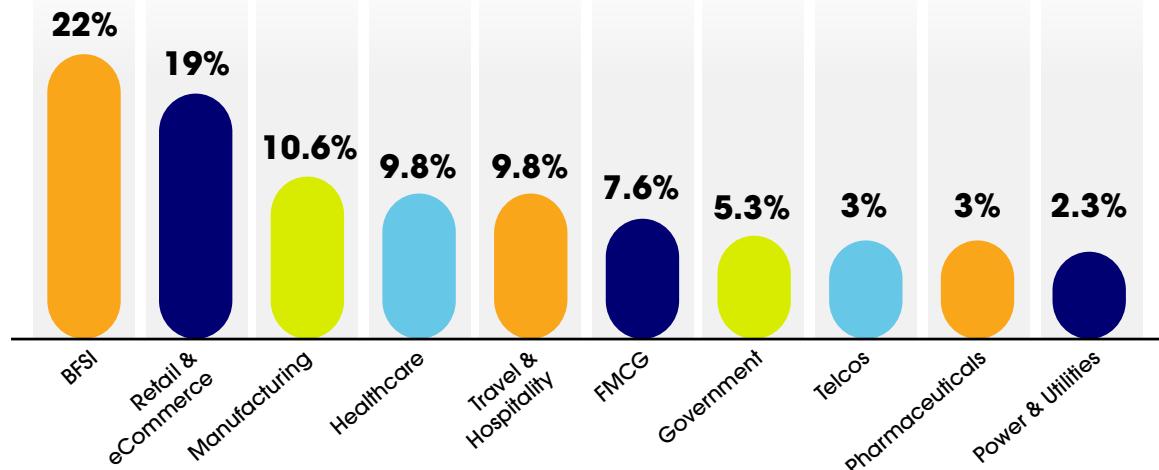
90% of our attendees
are CX and Contact Centre Industry
Leaders and Practitioners



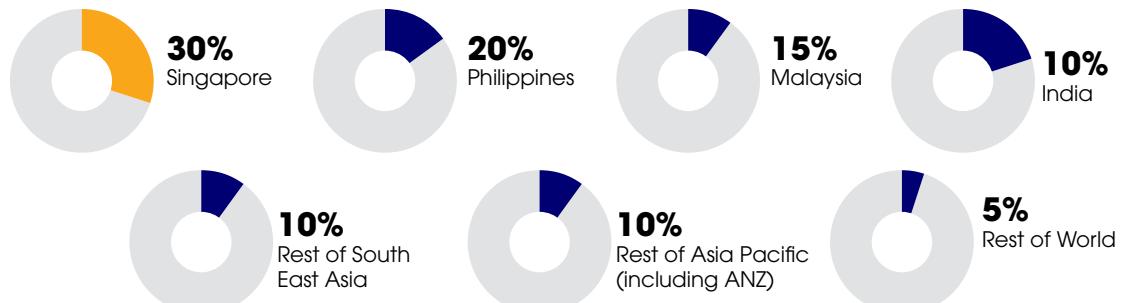
75% of our attendees
are senior leaders from more than 10 industries

INDUSTRIES:

Meet & Network with leaders from the following industries:

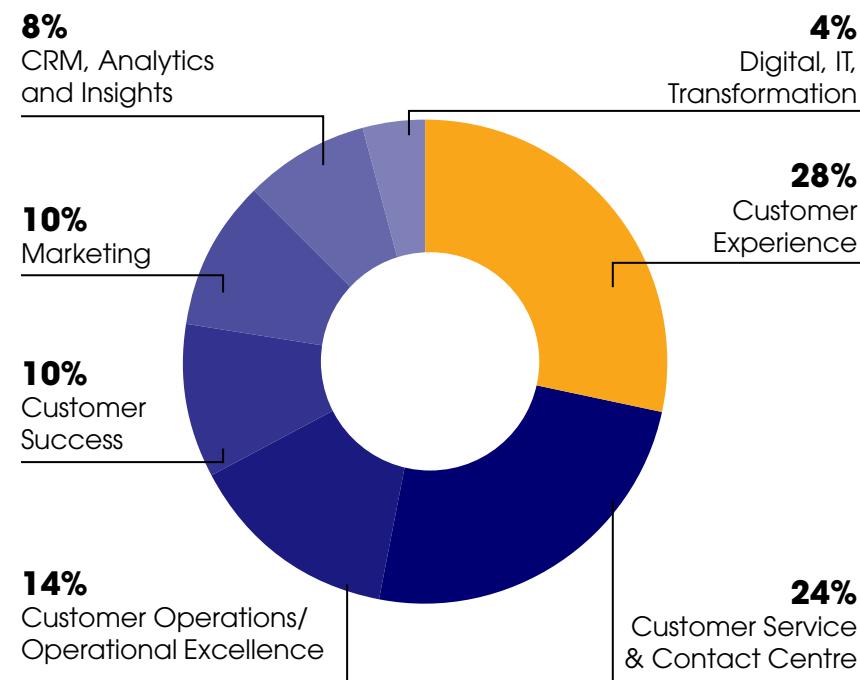


GEOGRAPHY:



JOB TITLES:

Chief Operations Officer; Chief Customer Officer/Chief Commercial Officer as well as VPs/ Directors/ Heads or Managers across the core functions:



MEET OUR 2026 ADVISORY BOARD



CATHERINE SANTAMARIA

SVP and Chief Customer &
Marketing Officer,
Bank of the Philippine Islands
(BPI)



HELEN NG

Chief Executive Officer,
General Storage Company



EMILY TAN

Customer Relationship
Centre Manager,
Nestle Nespresso



KATJA FORBES

Executive Director,
Head of Client Experience,
Standard Chartered Bank



LOLITTA SUFFIAN

SVP CX,
Bank Simpanan Nasional



ERWIN PETER

Head of Customer
Success Delivery,
Prudential



JOHN EPOK PASCUAL

Head Customer Service
and Operations,
Circles.Life



GIGI LOW

Director of Digital Transformation,
NTUC Club

TOP CASE STUDIES TO LOOK OUT FOR

01



Find out how the **Bank of the Philippine Islands** is embedding customer experience as a core strategic capability across the enterprise.

02



Learn how **Indosat Ooredoo Hutchison** redefined its contact centre's role from service recovery to strategic experience enablement.

03



Explore how **Singtel** is transforming its digital ecosystem to deliver connected, intuitive and responsive experiences across channels.

04



Discover how **Nestlé Health Science** transformed its Global Customer Engagement Through Experience-Led Innovation.

05



Hear how **DBS Bank** is creating a data-driven, human-centred CX model that drives accountability, alignment, and measurable results across the organisation.

06



Gain insights from how **General Storage Company Pte Ltd** transformed customer communication through its AI-powered omnichannel platform, uniting automation and empathy.

07



Metro Singapore has relaunched its flagship loyalty programme. Hear first-hand on how Metro rebuilt its loyalty strategy to deepen emotional connection, strengthen customer insight, and deliver measurable commercial impact.

08



Let's lay the groundwork for Intelligent CX. Discover how **DKSH** redesigned their workflows and customer journeys to drive measurable CX outcomes.

09



Understand how **LEGO** is reimaging its customer centre operations not just as a service channel, but as a living expression of creativity, care, and connection.

10



Explore how **IHH Healthcare Singapore** is strengthening its patient experience culture by reconnecting employees with purpose, care and service excellence.

MEET THE LEADERS SHAPING THE FUTURE OF CUSTOMER CONTACT

CATHERINE SANTAMARIA
SVP and Chief Customer & Marketing Officer, Bank of the Philippine Islands (BPI)

RAJESH GROVER
Group Chief Digital Officer & Head of AI, Kanmo Group

BISHOY SAWIRIS
Chief Data Officer, GB Corp

NIKOLAUS ONG
Chief Digital Officer, COMO Group

HELEN NG
Chief Executive Officer, General Storage Company Pte Ltd

MANPREET SINGH
Senior MD and Group Head - Customer Experience Management, CIMB

ALICIA CHONG
SVP, Customer Experience, Institutional Banking Group, DBS

FATIMAH HUSSEIN
SVP, Head Customer Contact Centre, RHB Banking Group

HUI HWA KOH-MINJOOT
Vice President & Head, Allied Health & Patient Experience, Group Procurement (Pharmacy), IHH Healthcare

PHILIP JOSEPH
Senior Vice President Customer Experience & Service Operations, Indosat Ooredoo Hutchison

CINDY TAN
Head of Digital Channels, Singtel

SEBASTIEN BOISSEAU
Head of Digital Customer Engagement - Data & Analytics, Menarini Asia-Pacific

VIVIAN MIAO
Organisational Development Director - Global Customer Support Center, Trip.com

KATJA FORBES
Executive Director, Head of Client Experience, CIB DCDA, Standard Chartered Bank

BABUL BALAKRISHNAN
Head of Customer Experience (CX) Operations, Thunes

EDUARDO IMPERIAL
Head of Service Management Asia, Vodafone Global Enterprise

JOYCE K. NAZARIO
Patient Experience Excellence Head, Metro Pacific Health

YASH SHETH
Head of Subscriptions and Loyalty, Gojek

CHERMAINE TAY
Assistant General Manager of Client and Customer Service Management, DKSH

FELICIA CAO
Head of APAC Contact Centre Operations, the LEGO Group

SHUBHADA SURVE
Global Head of Customer Experience, Emirates Shipping Line

NEETI MAHAJAN
MD, Global Head and Asia Head of Transformation Services, Digital Business Services, HSBC

JIAHAO YEE
SEA Customer Journey Partner, Maersk

ROXANNE LIM
CRM and Customer Loyalty Manager, Metro Singapore

BEN WU
Global Customer Engagement Lead, Nestlé Health Science

XAVIER CHIA
Head of Customer Service, Pacific International Lines

KIRK CHUA
Senior Manager of Ground Operations, Customer Service, Operations Policy and Planning, Changi Airport Group (Singapore) Pte Ltd

TWO FLAGSHIP CONFERENCES. ONE UNIFIED CX ECOSYSTEM.



Main Conference Day One Wednesday, 17 June 2026

08:15	Morning Refreshments & Registration
09:00	Welcome Address from CX Asia Week
09:05	Opening Remarks from the Chair Katja Forbes , Executive Director, Head of Client Experience, CIB DCDA, Standard Chartered Bank
The CX Business Imperative	
09:10	<p>Opening Panel Discussion Asia's CX Landscape in Transition: Competing on Trust, Talent and Technology</p> <ul style="list-style-type: none"> • Examining how CX transformation is evolving from technology enablement to enterprise-wide accountability • Discussing the operational realities of integrating AI and automation while maintaining service quality and empathy • Debating how economic pressures, regulatory shifts, and workforce evolution are reshaping delivery models across Asia • Highlighting what leading organisations are doing differently to embed customer-centric thinking across business strategy, operations, and culture <p>Moderator: Sebastien Boisseau, Head of Digital Customer Engagement – Data & Analytics, Menarini Asia-Pacific</p> <p>Panellists:</p> <p>Nikolaus Ong, Chief Digital Officer, COMO Group Helen Ng, Chief Executive Officer, General Storage Company Pte Ltd Catherine Santamaria, SVP and Chief Customer & Marketing Officer, Bank of the Philippine Islands (BPI) Rajesh Grover, Group Chief Digital Officer & Head of AI, Kanmo Group</p>
09:40	<p>Driving Digital-First Customer Interactions</p> <p>Senior Representative, LivePerson</p>
10:10	<p>Opening Keynote From Vision to Execution: Operationalising Customer Experience Transformation at the Bank of the Philippine Islands (BPI)</p> <p><i>Exploring how BPI is embedding customer experience as a core strategic capability across the enterprise.</i></p> <ul style="list-style-type: none"> • Building executive alignment to drive consistent CX ownership across business units • Integrating marketing, data and service design to unify customer insight and execution • Using measurement frameworks to prove CX impact on trust, retention and growth • Sustaining transformation in a highly regulated, multi-market environment <p>Catherine Santamaria, SVP and Chief Customer & Marketing Officer, Bank of the Philippine Islands (BPI)</p>
10:30	<p>Speed Networking Session</p> <p>Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! 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 Conference.</p>
10:50	<p>Morning Break & Refreshments</p> <p>Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!</p>

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NEXT GEN CX



NEXT GEN CX		CCW CUSTOMER CONTACT WEEK ASIA
Transforming the Customer Journey for Measurable Experience Impact		Transforming Contact Centre Operations for Seamless Customer Journeys
11:20	Turning Journey Mapping into a Catalyst for Experience Innovation <ul style="list-style-type: none"> Reframing customer journey mapping as a dynamic tool for prioritising experience impact rather than a one-off visual exercise Integrating operational, digital, and emotional data to uncover friction points that truly influence customer decisions and loyalty Linking journey insights to measurable business outcomes through real-time analytics and closed-loop improvement Demonstrating how leading organisations are simplifying complex service journeys into intuitive, human-centric experiences 	Case Study Transforming the Contact Centre into a Unified Experience Engine at Indosat Ooredoo Hutchison <i>Exploring how Indosat Ooredoo Hutchison redefined its contact centre's role from service recovery to strategic experience enablement.</i> <ul style="list-style-type: none"> Integrating AI, automation and digital channels into one experience ecosystem Redefining agent empowerment through data visibility and feedback loops Implementing performance frameworks that link service quality to business outcomes Measuring ROI through speed, satisfaction and operational efficiency gains Philip Joseph , Senior Vice President Customer Experience & Service Operations, Indosat Ooredoo Hutchison
11:50	Industry Thought Leadership	Industry Thought Leadership
12:20	Case Study Transforming Global Customer Engagement Through Experience-Led Innovation at Nestlé Health Science <ul style="list-style-type: none"> Building an integrated engagement framework connecting marketing, digital and service channels Embedding data-driven personalisation to enhance relevance and loyalty Driving consistency and agility across global and local markets Measuring the commercial and behavioural impact of engagement innovation Ben Wu , Global Customer Engagement Lead, Nestlé Health Science	Case Study Designing Frictionless Digital Journeys for the Omnichannel Customer at Singtel <i>Exploring how Singtel is transforming its digital ecosystem to deliver connected, intuitive and responsive experiences across channels</i> <ul style="list-style-type: none"> Integrating digital, app and human channels to eliminate friction Using data and analytics to anticipate customer intent and personalise service Ensuring consistency and trust across all customer touchpoints Measuring performance through adoption, satisfaction and retention metrics Cindy Tan , Head of Digital Channels, Singtel

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12:50	Lunch Break  Take a break and use this time to network with your fellow industry peers! <i>*Selected participants will be attending a By-Invite Private Lunch session hosted by Thematic where we bring together senior leaders for a thought-provoking discussion over lunch.</i>
13:50	Interactive Discussion Group (2 rounds, 50-minutes each) 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. <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> Roundtable A Bringing Journey Maps to Life through Real-Time Data </div> <div style="text-align: center;"> Roundtable A Future Contact Centres </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> Roundtable B Reimagining CX in Retail and Consumer Goods Industries </div> <div style="text-align: center;"> Roundtable B Utilising Voice AI to Improve Customer Experience </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> Roundtable C Introduction to AI Agents Senior Representative, Thematic </div> <div style="text-align: center;"> Roundtable C Keeping the Customer at the Centre of Automation </div> </div>
15:30	Afternoon Break & Refreshments  Take a break and use this time to network with your fellow industry peers! <div style="background-color: #1a237e; color: white; text-align: center; padding: 5px 0;"> Designing Seamless, Predictive & Ethical Customer Journeys in the Age of Intelligent Automation </div>
16:00	Case Study From Metrics to Meaning - Redefining CX Impact at DBS Bank <i>DBS Bank is evolving how it defines and measures customer experience - moving beyond traditional metrics like CSAT to connect experience outcomes directly to business impact. This session explores how DBS is creating a data-driven, human-centred CX model that drives accountability, alignment, and measurable results across the organisation.</i> <ul style="list-style-type: none"> • Building a unified CX measurement framework that links data, trust, and ROI to demonstrate tangible business value • Embedding DBS's "Managing Through Journeys" approach to prioritise pain points, orchestrate end-to-end journeys, and enable smarter, GenAI-assisted improvements • Creating a consistent "One DBS" voice by aligning communications across service, marketing, and operations for a seamless customer experience • Transforming CX governance from reporting to real-time orchestration - turning insight into action and impact Alicia Chong, SVP, Customer Experience, Institutional Banking Group, DBS Bank
16:30	Industry Thought Leadership Senior Representative, Twilio

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17:00	Case Study: Connecting People, Platforms and Purpose: How General Storage Built a Human-Centred Messaging Experience <i>Exploring how General Storage transformed customer communication through its AI-powered omnichannel platform, uniting automation and empathy.</i> <ul style="list-style-type: none">• Creating frictionless messaging experiences that balance efficiency and human warmth• Using conversational AI to scale responsiveness without losing brand voice• Empowering teams to deliver faster, more personalised support• Demonstrating measurable gains in customer satisfaction and retention Helen Ng, Chief Executive Officer, General Storage Company Pte Ltd
17:30	Closing Remarks from the Chair and End of Conference Day 1

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Main Conference Day Two Thursday, 18 June 2026	
08:15	Morning Refreshments & Registration
09:00	Welcome Address from CX Asia Week
09:05	Opening Remarks from the Chair Katja Forbes , Executive Director, Head of Client Experience, CIB DCDA, Standard Chartered Bank
Embedding Customer-Centric Thinking Across Operations	
09:10	<p>Human by Design – Keeping People at the Heart of Intelligent Experiences</p> <ul style="list-style-type: none"> Exploring how organisations can maintain empathy, authenticity and trust as AI and automation transform every customer interaction Examining the evolving role of human creativity and judgement in shaping meaningful experiences that technology alone cannot deliver Discussing how design ethics, accessibility and inclusivity can be built into digital transformation strategies from the outset Sharing practical lessons from CX and service leaders on aligning intelligent technologies with genuine human understanding
09:40	Industry Thought Leadership
10:10	<p>Panel discussion</p> <p>Delivering End to End Experience through Connected Teams</p> <ul style="list-style-type: none"> Exploring how CX, digital and contact centre teams are building shared accountability for customer outcomes Discussing how to overcome silos, align incentives and create clear ownership across journeys. Examining leadership models that bring together operations, data and design to deliver consistent service Sharing examples of cross-department initiatives that have improved both efficiency and customer satisfaction <p>Moderator: Manpreet Singh, Senior MD and Group Head – Customer Experience Management, CIMB</p> <p>Panellists: Fatimah Hussein, SVP, Head Customer Contact Centre, RHB Banking Group Xavier Chia, Head of Customer Service, Pacific International Lines Neeti Mahajan, MD, Global Head and Asia Head of Transformation Services, Digital Business Services, HSBC Kirk Chua, Senior Manager of Ground Operations, Customer Service, Operations Policy and Planning, Changi Airport Group (Singapore) Pte Ltd</p>
10:40	<p>Speed Networking Session</p> <p>Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! 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 Conference.</p>
11:00	<p>Morning Break & Refreshments</p> <p>Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!</p>

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Customer Insights & Analytics		Redefining Service Excellence in the Era of Intelligent Operations
11:40	<p>Driving Experience Excellence through Data Insight and Action</p> <ul style="list-style-type: none"> Examining how leading organisations are transforming raw customer data into insight that informs design, service and strategy. Discussing how to connect voice-of-customer, operational and behavioural data to uncover actionable intelligence Highlighting the systems, skills and leadership required to turn analytics into meaningful change rather than dashboards <p>Yash Sheth, Head of Subscriptions and Loyalty, Gojek</p>	<p>Case Study</p> <p>Laying the Groundwork for Intelligent CX: Lessons from Process Redesign and Change Management</p> <ul style="list-style-type: none"> Redesigning workflows and customer journeys to remove friction before digitalising them Aligning people, process, and technology to support sustainable change Embedding change-management principles that drive adoption and behavioural shift Translating process improvement into measurable CX outcomes to achieve faster resolution, higher satisfaction, and stronger trust <p>Chermaine Tay, Assistant General Manager of Client and Customer Service Management, DKSH</p>
12:10	Industry Thought Leadership	Industry Thought Leadership
12:40	<p>Case Study</p> <p>Reimagining Loyalty for Modern Shoppers: Inside Metro Singapore's New Treasured Programme</p> <p><i>Metro Singapore has relaunched its flagship loyalty programme, Treasured, redefining how a heritage retail brand engages, personalises, and rewards today's increasingly experience-driven shopper. This session explores how Metro rebuilt its loyalty strategy to deepen emotional connection, strengthen customer insight, and deliver measurable commercial impact.</i></p> <ul style="list-style-type: none"> Revamping the loyalty value proposition to shift from transactional rewards to meaningful, relationship-led engagement Building a unified customer profile by integrating purchase, digital, and behavioural data to power more relevant and personalised interactions Designing modern tiers, benefits, and experiential elements that reflect evolving customer expectations and shopping behaviours Activating real-time personalisation to deliver the right offers, content, and service moments across touchpoints <p>Roxanne Lim, CRM and Customer Loyalty Manager, Metro Singapore</p>	<p>Panel Discussion</p> <p>Elevating the Human Advantage in the Era of Intelligent Operations</p> <ul style="list-style-type: none"> Redefining the value of human capability as automation reshapes customer engagement Developing adaptive skills and emotional intelligence as core competencies for the modern service workforce Aligning leadership behaviours with empowerment, ownership and continuous learning <p>Panellists:</p> <p>Babul Balakrishnan, Head of Customer Experience (CX) Operations, Thunes</p>

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<p>13:10 </p>	<p>Lunch Break Take a break and use this time to network with your fellow industry peers! <i>*Selected participants will be attending a By-Invite Private Lunch session hosted by Twilio where we bring together senior leaders for a thought-provoking discussion over lunch.</i></p>		
<p>14:10</p>	<p>Creating Predictive Organisations that Anticipate Customer Needs</p> <ul style="list-style-type: none"> • Evolving from insight-led to foresight-led decision making by combining customer data, AI and behavioural science • Building connected intelligence across journeys to anticipate intent and act in real time • Redefining roles, processes and governance to ensure insight is applied proactively, not retrospectively • Highlighting case studies where predictive analytics have improved service responsiveness and commercial outcomes <p>Shubhada Surve, Global Head of Customer Experience, Emirates Shipping Line</p>	<p>Optimising Workforce Performance through Intelligent Forecasting and Automation</p> <ul style="list-style-type: none"> • Combining AI-driven forecasting with human judgement to match demand, resources and service quality • Integrating digital tools to streamline scheduling, knowledge sharing and performance tracking • Analysing how data-driven resource management improves both efficiency and employee wellbeing 	
<p>14:40</p>	<p>Panel Discussion Unlocking the Power of Data-Driven Insights to Scale Personalisation and Customer Loyalty</p> <ul style="list-style-type: none"> • Transforming raw customer data into meaningful insights that drive engagement • Strengthening relationships by tailoring interactions to individual preferences • Balancing automation and human touch for superior service • Highlighting industry leaders' personalisation best practices <p>Panellists:</p> <p>Eduardo Imperial, Head of Service Management Asia, Vodafone Global Enterprise</p> <p>Jiahao Yee, SEA Customer Journey Partner, Maersk</p> <p>Dinesh Ramchandani, Global Director Insights, Data and Analytics, Unilever</p> <p>Yash Sheth, Head of Subscriptions and Loyalty, Gojek</p>	<p>Case Study From Service to Experience: Building a Human-Centred Operations Model at LEGO</p> <p><i>LEGO is reimagining its customer centre operations not just as a service channel, but as a living expression of creativity, care, and connection. This session explores how LEGO is embedding its brand values into the way it serves, empowers, and learns from customers across Asia.</i></p> <ul style="list-style-type: none"> • Redesigning operating models to deliver creativity and care at scale, blending automation with authentic human engagement. • Turning agents into experience ambassadors by rethinking training, tools, and culture around play and purpose. • Aligning people, processes, and technology to enable change that's sustainable, measurable, and true to LEGO's ethos. • Connecting empathy-driven service with tangible business outcomes - satisfaction, loyalty, and lifetime value. <p>Felicia Cao, Head of APAC Contact Centre Operations, the LEGO Group</p>	

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15:30	 Afternoon Break & Refreshments Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!
Leading for Trust, Empathy & Engagement in a Digitally Transformed World	
16:00	Leading from the Inside Out to Build a Culture of Experience Excellence <ul style="list-style-type: none"> Exploring how employee experience directly shapes customer outcomes and long-term business performance Examining how leaders can design environments where purpose, wellbeing and accountability coexist Connecting culture transformation with customer value creation through trust and empowerment Joyce K. Nazario, Patient Experience Excellence Head, Metro Pacific Health
16:0	Case Study Reigniting Purpose and Care – Building a Culture of Experience Excellence <i>Exploring how IHH Healthcare Singapore is strengthening its patient experience culture by reconnecting employees with purpose, care and service excellence.</i> <ul style="list-style-type: none"> Embedding CX as a shared organisational responsibility across all departments - from F&B to clinical care Implementing the “People-Patient Experience” strategy to achieve positive employee experience with positive patient outcomes Using technology and AI to simplify daily work and free staff to focus on care Building a patient experience roadmap that fosters empathy, accountability and pride in service Hui Hwa Koh-Minjoot, Vice President & Head, Allied Health & Patient Experience, Group Procurement (Pharmacy), IHH Healthcare
17:00	Closing Remarks from the Chair and End of Conference

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Pre-Conference Day Tuesday 16 June 2026		Post-Conference Day Friday, 19 June 2026
10:00	Morning Refreshments & Registration	Morning Refreshments & Registration
10:30	Welcome & Housekeeping Address	Welcome & Housekeeping Address
	Harnessing Agentic AI for Intelligent, Human-Centred Customer Experience	Empowering the Future Workforce: AI-Augmented Performance, Skills, and Workforce Management
10:40	From Automation to Agency: Designing Agentic AI That Acts with Purpose and Control <ul style="list-style-type: none"> Understanding the shift from rules-based automation to agent-driven decisioning in CX operations Defining where AI should act independently versus when human intervention is essential Designing escalation, override, and accountability models for agentic workflows Avoiding common failure points when scaling autonomous CX systems 	Redefining the Frontline Role: What Human Work Looks Like in AI-Augmented Operations <ul style="list-style-type: none"> Identifying which tasks should be automated, augmented, or remain human-led Redesigning frontline roles around judgement, empathy, and value creation Rethinking performance metrics beyond speed and volume Ensuring role clarity and confidence during periods of rapid change
11:20	Human-in-the-Loop by Design: Building Trust, Governance, and Ethical Guardrails for Agentic CX <ul style="list-style-type: none"> Designing “human-in-the-loop” models that preserve empathy and contextual judgment Establishing governance frameworks for autonomous CX decisions Communicating AI involvement clearly to customers to build trust and confidence Translating responsible AI principles into day-to-day operational practice 	AI-Powered Workforce Management: Forecasting, Scheduling, and Performance with Precision <ul style="list-style-type: none"> Using AI-driven forecasting to better match demand, capacity, and service quality Blending algorithmic recommendations with human judgement in scheduling decisions Improving wellbeing and engagement through smarter workload distribution Measuring the impact of AI-enabled WFM on efficiency, attrition, and experience
12:00	Lunch & Networking Break Take a break and use this time to network with your fellow industry peers!	Lunch & Networking Break Take a break and use this time to network with your fellow industry peers!

TWO FLAGSHIP CONFERENCES. ONE UNIFIED CX ECOSYSTEM.

13:00	<p>Experience Orchestration at Scale: Using Agentic AI to Anticipate, Decide, and Act in Real Time</p> <ul style="list-style-type: none"> • Connecting behavioural, operational, and contextual signals to trigger autonomous CX actions • Designing adaptive journeys that respond dynamically to customer intent and risk • Moving from reactive service models to predictive, self-optimising experiences • Measuring impact through speed, satisfaction, effort reduction, and commercial outcomes 	<p>Case Study From Data to Decision - How GB Corp Proved the ROI of Customer Insight and Analytics <i>Exploring how GB Corp turned data into a competitive advantage, earning the Best Use of Data and Customer Insights Award at the 2025 CX Asia Awards.</i></p> <ul style="list-style-type: none"> • Building a unified insights framework connecting customer, operational and financial data • Embedding analytics into daily decision-making to prove CX ROI • Creating executive dashboards that link experience metrics to business outcomes • Demonstrating measurable revenue and retention impact through insight-driven action <p>Bishoy Sawiris, Chief Data Officer, GB Corp</p>
13:40	<p>Case Study Scaling Human-Centred AI in Retail at Kanmo Group <i>A deep dive into how Kanmo Group operationalised AI with a human touch — elevating personalisation and engagement across retail channels.</i></p> <ul style="list-style-type: none"> • Embedding human oversight and empathy principles into AI-driven customer journeys • Building AI capability and literacy within cross-functional teams • Measuring success through loyalty, engagement and conversion metrics • Lessons learned in balancing innovation speed with brand trust <p>Rajesh Grover, Group Chief Digital Officer & Head of AI, Kanmo Group</p>	<p>Leading the Workforce Through Change: Trust, Adoption, and Culture in AI-Driven Operations</p> <ul style="list-style-type: none"> • Addressing fear, resistance, and uncertainty around AI adoption • Communicating purpose, intent, and safeguards clearly and consistently • Aligning leadership behaviours with empowerment and accountability • Embedding a culture of continuous learning, experimentation, and care
14:20	End of Pre- Event Workshop Day	End of Post-Event Workshop Day

SPONSORSHIP OPPORTUNITIES

BE POSITIONED RIGHT IN FRONT OF CCW LEADERS AND DECISION MAKERS

DEMONSTRATE THOUGHT LEADERSHIP



Position your cost-effective, innovative solution in front of active decision makers through our plenary speaking sessions, interactive roundtable discussions and pre/post conference workshops:

- 30 minute presentation on our conference agenda - ONLY THREE REMAINING
- Opportunity to moderate or participate in a panel discussion
- Opportunity to moderate an Interactive Roundtable Group discussion

NETWORK & GENERATE LEADS FOR YOUR BUSINESS



Optimise your networking opportunities and get right in front of key decision makers by hosting our networking sessions or cocktail receptions.

Host our networking lunch or cocktail receptions and gain enhanced branding on our brochure and website as lunch/networking drinks sponsor and the opportunity to deliver a 5 minute address.

SHOWCASE YOUR SOLUTIONS



Book an exhibition booth and demonstrate first-hand how your product/service is the solution for customer contact leaders

- 3x3
- 6x3
- 6x6 options available

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SGD \$2,699

Super Early Bird
27-Feb-26
SGD \$2,999

Pre Early Bird
27-Mar-26
SGD \$3,299

Early Bird
24-Apr-26
SGD \$3,599

Special
22-May-26
SGD \$3,899

STANDARD RATE:
Book and Pay 4 weeks out to Finish
SGD \$4,199

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SGD \$3,399

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22-May-26
SGD \$5,299

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