

# 14<sup>th</sup> ANNUAL CUSTOMER EXPERIENCE ASIA WEEK 2026

16-19 June 2026 • Amara Sentosa, Singapore

Featuring:

**NEXT GEN  
CX**

**CCW** CUSTOMER  
CONTACT WEEK  
ASIA

**NEXT GEN  
MARKETING**



## ASIA'S #1 PLATFORM FOR CX, CONTACT CENTRE, CUSTOMER SERVICE AND MARKETING LEADERS



**ASEEM PURI**

Chief Executive Officer,  
Unilever International



**HELEN NG**

Chief Executive Officer,  
General Storage  
Company Pte Ltd



**CATHERINE  
SANTAMARIA**

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



**JASON HUAN**

Chief Marketing Officer,  
Endowus



**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

Associate  
Partner:



Thought  
Leadership  
Partners:



Exhibitor:



# AGENDA AT A GLANCE

**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 have 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.

# FOUR EVENTS UNDER ONE ROOF ONE UNIFIED CX ECOSYSTEM

## NEXT GEN CX

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

## CCW CUSTOMER CONTACT WEEK ASIA

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

## NEXT GEN MARKETING

Turning Data into Insights and Influence into Impact in an AI-Accelerated, Experience-Led Marketing Era



Celebrating the region's most innovative and impactful customer experience achievements

### 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

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

- Operationalising AI-Driven Marketing
- Delivering Measurable Performance
- Accelerating Growth Through Loyalty, Community & High-Value Customer Relationships
- Designing End-to-End Journeys
- Leveraging Social Proof, Community Signals and Influencer Integrity

- Award Winner Announcements
- Dinner & Networking
- Best Dressed Prize & Presentation
- Fun & Games

### 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

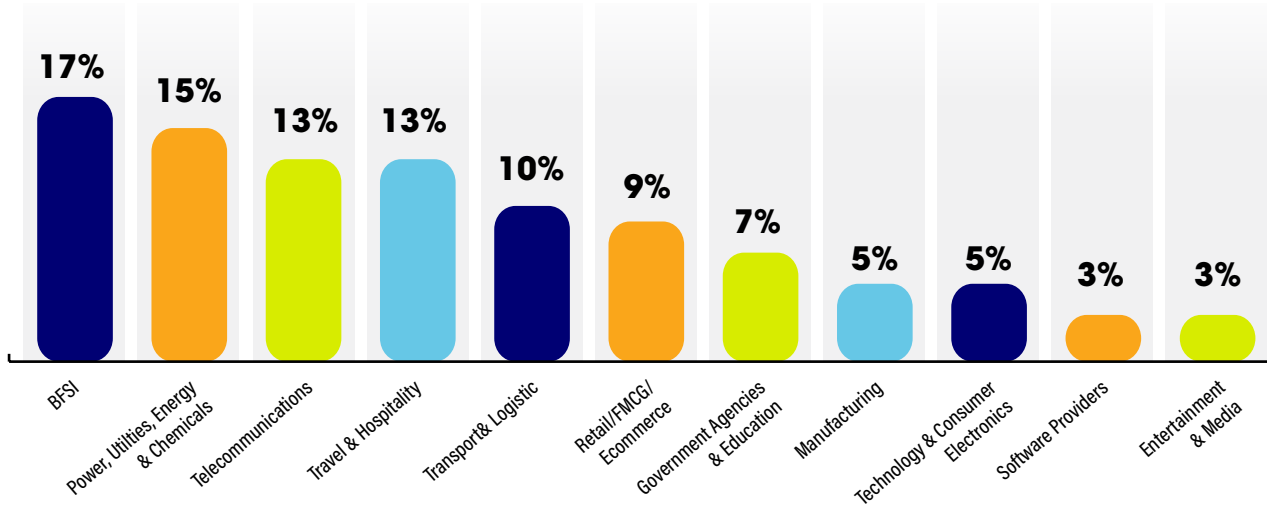
- Contact Centre, Customer Service & Operations
- Workforce Management & Quality
- Customer Support & Service Excellence
- Digital Service, Automation & Conversational AI
- Operational transformation & excellence

- Marketing
- Digital Marketing
- Marketing Analytics
- Marketing Strategy
- Communications
- Brand

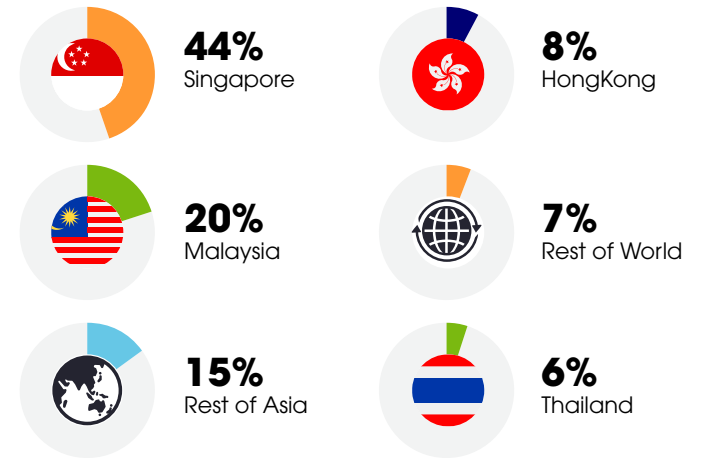
- Customer Experience
- Customer Service
- Customer Operations
- Strategy / Innovation
- Marketing & Communications

# WHO SHOULD ATTEND?

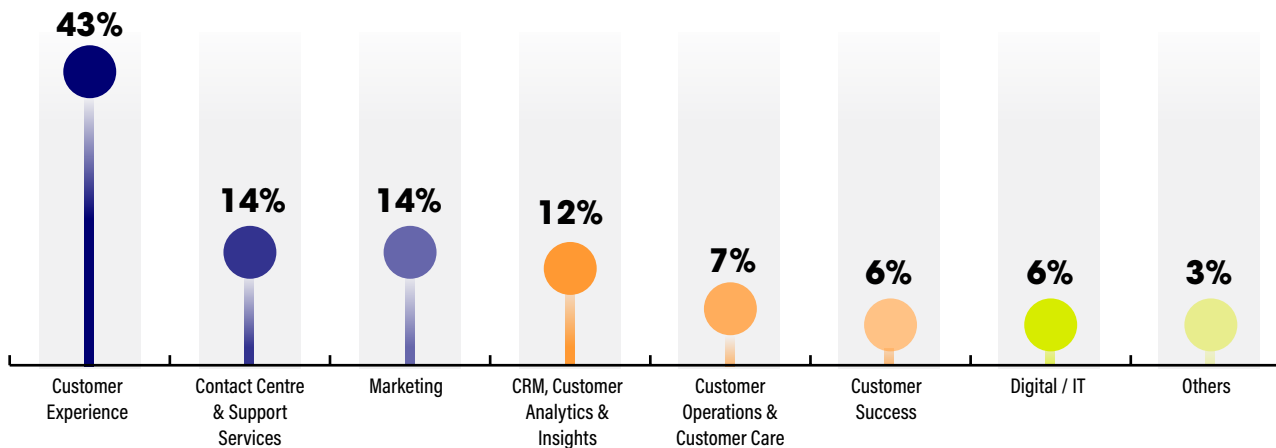
## INDUSTRIES BREAKDOWN



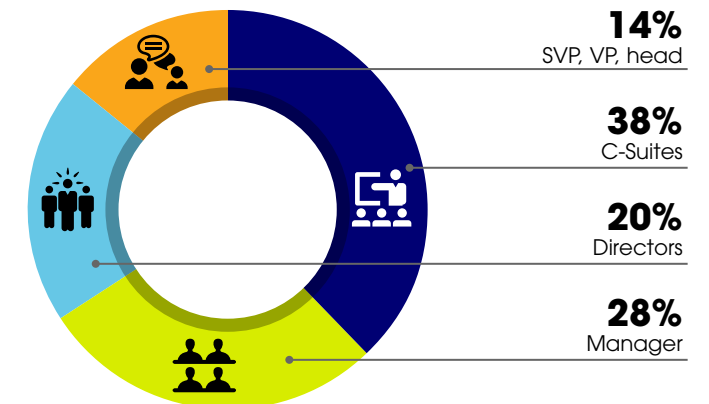
## GEOGRAPHY



## AREA OF SPECIALISATION



## PROFILE BREAKDOWN



## 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



**NBA**  
Gain insights from how the NBA is personalising fandom at scale across Asia, using data, AI and localisation to deepen fan engagement, simplify discovery, and drive growth across its direct-to-consumer ecosystem.

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



**Tonik Bank**  
Gain insights from how Tonik Bank is building trust at speed in the Philippines — combining education-led marketing, performance execution and clear brand messaging to drive adoption in a low-trust digital banking market.

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 reimagining 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 EXPERIENCE, CUSTOMER CONTACT AND MARKETING



**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



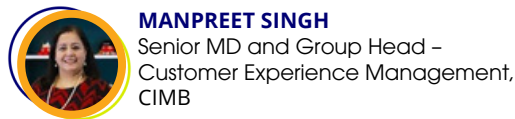
**BISHOY SAWIRIS**  
Chief Data Officer,  
GB Corp



**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



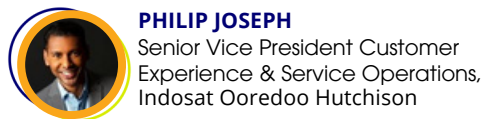
**NG YAN CHAO**  
Regional Head of Customer  
Experience, IBG  
DBS Bank



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



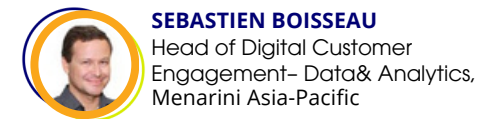
**HUI HWA KOH-MINJOOT**  
Vice President & Head, Allied  
Health & Patient Experience,  
Group Procurement (Pharmacy),  
IHH Healthcare



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



**ASEEM PURI**  
Chief Executive Officer,  
Unilever



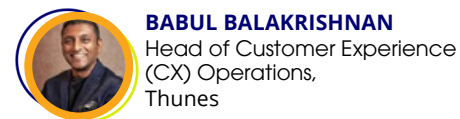
**SEBASTIEN BOISSEAU**  
Head of Digital Customer  
Engagement- Data & Analytics,  
Menarini Asia-Pacific



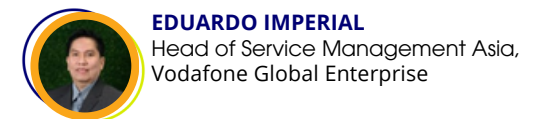
**VIVIAN MIAO**  
Organisational Development  
Director - Global Customer  
Support Center,  
Trip.com



**KATJA FORBES**  
Executive Director, Head of  
Client Experience, CIBDCDA,  
Standard Chartered Bank



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



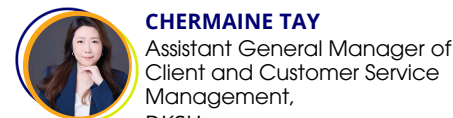
**EDUARDO IMPERIAL**  
Head of Service Management Asia,  
Vodafone Global Enterprise



**CAROLINE LEONG**  
Chief Customer Officer  
TEEG



**YASH SHETH**  
Head of Subscriptions and Loyalty,  
Gojek



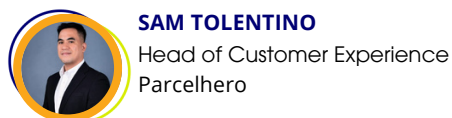
**CHERMAINE TAY**  
Assistant General Manager of  
Client and Customer Service  
Management,  
DKSH



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



**MELODY LIM**  
Head of Customer  
Experience  
AboitizPower



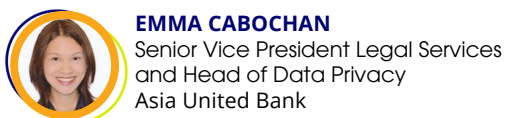
**SAM TOLENTINO**  
Head of Customer Experience  
Parcelhero



**ALEKSEI SHURAVIN**  
Head of Customer Service  
Salmon Group



**ROXANNE LIM**  
CRM and Customer  
Loyalty Manager,  
Metro Singapore



**EMMA CABOCHAN**  
Senior Vice President Legal Services  
and Head of Data Privacy  
Asia United Bank



**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



**DINESH RAMCHANDANI**  
Global Director Insights, Data and  
Analytics, Unilever

# MEET THE LEADERS SHAPING THE FUTURE OF CUSTOMER EXPERIENCE, CUSTOMER CONTACT AND MARKETING



**KELLY YOONG**

Chief Data Officer & Divisional Director, Corporate Planning & Development  
Sentosa



**CINDY TAN**

Head of Digital Channels,  
Singtel



**ANANDITHA MAYASARI**

AVP Head of Marketing  
Kopi Kenangan



**RAZVAN PARASCHIV**

Head of Marketing  
Systems & Operations,  
Airwallex



**ANTOINE NAZARET**

Assistant Vice President  
Digital Marketing Asia,  
NBA



**JAMIE SAY**

Head of Marketing  
Malaysia & Singapore,  
Ego Pharmaceuticals



**WANDA PASCUA**

Head of Marketing,  
Tonik



**SHALINI SENEVIRATNE**

Marketing Director Baby  
and Child Care,  
Kimberly-Clark



**ANDREW HILL**

Digital Acceleration Strategy  
and Enablement Senior Director,  
the Coca-Cola Company



**NICHOLAS KONTOPOULOS**

VP of Marketing, Asia Pacific &  
Japan  
Twilio



**ADELISE ASHDOWN**

Global Head of Marketing for  
Brand & Client Experience + APAC  
Regional Lead,  
JLL



**KOO SOK HOON**

Director of Marketing,  
Shangri-La Singapore



**JANICE TIAMBENG**

Vice President & Head of Patient  
Experience  
St. Luke's Medical Center



**MASON TAY**

Associate Director,  
Global Markets Growth,  
Tripadvisor



**ESTHER TAN**

Global Director of Marketing  
& E-Commerce,  
Plaza Premium Group



**ANTHONY GUANZON**

Chief Marketing Officer,  
Malayan Insurance



**JOYCE ESPINOZA**

Head of Business Process  
and Contact Center,  
Shakey's Philippines



**JACKY MAK**

Brand Marketing Director, yuu  
Rewards Club



**JOANNE LIM**

Head of Marketing Southeast Asia,  
Virgin Active



**JANE CARLOS**

Chief Customer Experience  
Officer  
Komunidad








**NEXT GEN  
CX**

**CCW** CUSTOMER  
CONTACT WEEK  
ASIA




**NEXT GEN  
MARKETING**


08:15	Morning Refreshments & Registration	Registration Opens
09:00	Welcome Address from <b>CX Asia Week</b>	Welcome Address from <b>Next Gen Marketing</b>
09:05	Opening Remarks from the Chair	Opening Remarks from the Chair
<b>The CX Business Imperative</b>		<b>Marketing's New Reality: AI-Accelerated, Experience-Led</b>
09:10	<p><b>Opening Panel Discussion</b>  <b>Meeting the New Customer Standard: What CX and Service Leaders Need to Know</b>  <i>As customer expectations continue to rise across Asia, organisations are being challenged to rethink not just how they deliver experiences, but what customers now define as good, trusted, and valuable CX. This opening panel sets the stage for the conference by exploring the shifting expectations shaping the future of customer experience and customer contact.</i></p> <ul style="list-style-type: none"> <li>• Exploring how customer expectations are evolving — from speed and convenience to trust, transparency, and consistent experience across every interaction</li> <li>• Examining what today's and tomorrow's customers expect from AI-enabled service, and where human judgment, empathy, and accountability still matter most</li> <li>• Discussing how changing customer behaviours, economic pressure, and regulatory realities are redefining service quality, responsiveness, and reliability across Asia</li> </ul> <p>Moderator:  <b>Sebastien Boisseau</b>, Head of Digital Customer Engagement – Data &amp; Analytics, <b>Menarini Asia-Pacific</b></p> <p>Panellists:  <b>Nikolaus Ong</b>, Chief Digital Officer, <b>COMO Group</b>  <b>Helen Ng</b>, Chief Executive Officer, <b>General Storage Company Pte Ltd</b>  <b>Catherine Santamaria</b>, SVP and Chief Customer &amp; Marketing Officer, <b>Bank of the Philippine Islands (BPI)</b>  <b>Caroline Leong</b>, Chief Customer Officer, <b>TEEG</b></p>	<p><b>Opening CMO Panel</b>  <b>Leading at the Intersection of Marketing and CX to Drive Trust, Growth and Performance</b></p> <ul style="list-style-type: none"> <li>• Exploring how CMOs are aligning brand, product, digital and service functions to create cohesive journeys that convert and retain</li> <li>• Leveraging customer insight, AI and cross-functional collaboration to move from influence to tangible commercial impact</li> <li>• Connecting brand promise with operational delivery to strengthen trust, accountability and long-term customer value</li> </ul> <p>Panellists:  <b>Aseem Puri</b>, Chief Executive Officer, <b>Unilever International</b>  <b>Anthony Guanzon</b>, Chief Marketing Officer, <b>Malayan Insurance</b></p>
09:40	<b>Driving Digital-First Customer Interactions</b>	

	<p>Senior Representative, <b>LivePerson</b></p> <p>LivePerson makes life easier for people and brands everywhere through trusted conversational AI. Our 18,000 customers, including leading brands like HSBC, Optus, SkyCable and Medibank use our conversational solutions to orchestrate humans and AI, at scale, and create a convenient, deeply personal relationship – a conversational relationship – with their millions of consumers. LivePerson has been named to Fast Company's 'World's Most Innovative Companies' list for its leadership in artificial intelligence.</p>	
10:10	<p><b>Opening Keynote</b>  <b>Delivering on Customer Expectations at Scale: BPI's Journey from Strategy to Execution</b>  <i>As customer expectations continue to rise, leading organisations are being challenged to move beyond CX ambition and deliver consistent, trusted experiences at scale. In this opening keynote, BPI shares how it is embedding customer-centric thinking across the enterprise to meet the evolving needs of today's customers.</i></p> <ul style="list-style-type: none"> <li>• Reframing customer experience to ensure trust, clarity, consistency and ease across every interaction</li> <li>• Aligning leadership and accountability across business units to deliver on those expectations at scale</li> <li>• Connecting insight from data, marketing and experience design to drive better decision-making and execution</li> <li>• Using measurement and feedback loops to understand what matters to customers and demonstrate impact on trust, loyalty and growth</li> </ul> <p><b>Catherine Santamaria</b>, SVP and Chief Customer &amp; Marketing Officer, <b>Bank of the Philippine Islands (BPI)</b></p>	<p><b>Opening Keynote</b>  <b>Setting the Stage for Impact: Unifying Insight, Innovation and Experience in a Customer-Defined Era</b></p> <ul style="list-style-type: none"> <li>• Examining how rapidly shifting consumer expectations are redefining the relationship between marketing, digital and customer experience</li> <li>• Demonstrating how organisations can turn data into insight and insight into outcomes through integrated decision-making and real-time responsiveness</li> <li>• Establishing the capabilities, leadership behaviours and operating models required to deliver measurable impact across the end-to-end journey</li> </ul> <p><b>Aseem Puri</b>, Chief Executive Officer, <b>Unilever International</b></p>
10:40	<p><b>Industry Thought Leadership</b>  Senior Representative, <b>Twilio</b></p> <p>A cloud communications platform, Twilio provides APIs for voice, messaging and video. Developers use Twilio to build scalable and customizable communication solutions. Their services power applications like SMS notifications, voice calls and chatbots. Leading companies trust Twilio's Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Its solutions enable companies to use communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way.</p>	
11:10 	<p><b>Speed Networking Session</b></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>	

11:30 	<b>Morning Break &amp; Refreshments</b> Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!		
			
	<b>Creating Personalised Journeys with AI</b>	<b>Transforming Contact Centre Operations for Seamless Customer Journeys</b>	<b>Orchestrating Seamless, Trust-Building Journeys That Convert and Retain</b>
12:00	<b>Turning Journey Mapping into a Catalyst for Experience Innovation</b> <ul style="list-style-type: none"> <li>Reframing customer journey mapping as a dynamic tool for prioritising experience impact rather than a one-off visual exercise</li> <li>Integrating operational, digital, and emotional data to uncover friction points that truly influence customer decisions and loyalty</li> <li>Linking journey insights to measurable business outcomes through real-time analytics and closed-loop improvement</li> <li>Demonstrating how leading organisations are simplifying complex service journeys into intuitive, human-centric experiences</li> </ul>	<b>Case Study</b> <b>Redefining CX Beyond Service &amp; Support through AI that Customers Love</b> <i>A real-world telco case study on how AI, when embedded into the network, moves beyond security to become a powerful driver of trust, engagement, and measurable customer service outcomes.</i> <ul style="list-style-type: none"> <li>How Proactive AI Protection Is Redefining Trust and Customer Service in Telecom</li> <li>Turning Scam Prevention into Customer Love at Network Scale</li> <li>From Fraud Defense to Experience Differentiation</li> </ul> <b>Philip Joseph</b> , Senior Vice President Customer Experience & Service Operations, <b>Indosat Ooredoo Hutchison</b>	<b>Driving Trust-Led Growth Through Marketing in a High-Consideration Category</b> <ul style="list-style-type: none"> <li>Designing education-led marketing strategies that simplify complex propositions and accelerate confident customer decision-making</li> <li>Aligning brand, content and channel strategy to deliver consistent, credible messaging across the acquisition and consideration journey</li> <li>Balancing growth, performance and trust in regulated or high-stakes categories without over-reliance on short-term acquisition tactics</li> <li>Measuring the commercial impact of trust-based marketing on conversion quality, engagement and long-term customer value</li> </ul>
12:30	<b>Designing Personalised Customer Journeys with AI That Feel Relevant, Not Intrusive</b> <ul style="list-style-type: none"> <li>Using customer, behavioural and journey data to personalise experiences around real needs and moments that matter</li> </ul>	<b>Removing the Friction Behind the Scenes to Deliver Seamless Customer Journeys</b> <ul style="list-style-type: none"> <li>Identifying where journeys break down across channels, teams and systems — and why customers feel the impact</li> </ul>	<b>From Campaigns to Culture: How to build trust when AI powers Social First Marketing</b> <ul style="list-style-type: none"> <li>Exploring how AI is accelerating social first marketing and how that enables brands to be embedded in culture</li> </ul>

	<ul style="list-style-type: none"> <li>• Applying AI to adapt journeys in real time while maintaining transparency, choice and customer trust</li> <li>• Designing personalisation strategies that respect privacy expectations and avoid over-personalisation</li> <li>• Measuring success through relevance, engagement, loyalty and long-term customer value</li> </ul>	<ul style="list-style-type: none"> <li>• Redesigning routing, ownership and escalation models to ensure continuity from first contact to resolution</li> <li>• Equipping frontline teams with the context and authority needed to resolve issues without repeat contact</li> <li>• Measuring success through reduced effort, fewer handoffs, higher first-contact resolution and improved customer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• How to use AI to decode social signals in real time, identify emerging cultural moments and respond with relevance at speed</li> <li>• Understanding where AI-driven social execution can break down, and how brands can avoid cultural missteps as they scale speed and automation</li> </ul> <p><b>Shalini Seneviratne</b>, Marketing Director Baby and Child Care, <b>Kimberly-Clark</b></p>
13:00	<p><b>Case Study</b>  <b>Transforming Global Customer Engagement Through Experience-Led Innovation at Nestlé Health Science</b></p> <ul style="list-style-type: none"> <li>• Building an integrated engagement framework connecting marketing, digital and service channels</li> <li>• Embedding data-driven personalisation to enhance relevance and loyalty</li> <li>• Driving consistency and agility across global and local markets</li> <li>• Measuring the commercial and behavioural impact of engagement innovation</li> </ul> <p><b>Ben Wu</b>, Global Customer Engagement Lead, <b>Nestlé Health Science</b></p>	<p><b>Case Study</b>  <b>Designing Frictionless Omnichannel Service: How Singtel Is Connecting Digital and Human Channels</b></p> <p><i>Exploring how Singtel is redesigning its omnichannel service ecosystem to deliver faster, more intuitive and more consistent customer interactions, ensuring digital channels, assisted service and frontline teams work seamlessly together.</i></p> <ul style="list-style-type: none"> <li>• Integrating digital self-service, mobile apps and contact centre support to reduce handoffs and customer effort</li> <li>• Using data and analytics to anticipate customer intent and route interactions to the right channel at the right time</li> <li>• Ensuring consistency, trust and clarity across every service touchpoint, regardless of channel or entry point</li> <li>• Measuring success through adoption, resolution efficiency, customer satisfaction and retention</li> </ul> <p><b>Cindy Tan</b>, Head of Digital Channels, <b>Singtel</b></p>	<p><b>Panel Discussion</b>  <b>Designing End-to-End Journeys That Remove Friction and Increase Conversion Across Channels</b></p> <ul style="list-style-type: none"> <li>• Mapping behavioural drop-off points that impede progression across digital and physical touchpoints</li> <li>• Streamlining steps using automation, clearer messaging and optimised UX flows</li> <li>• Collaborating with product, CX and service teams to ensure journey continuity</li> <li>• Measuring conversion uplift to prove the value of friction reduction across segments</li> </ul> <p><b>Moderator:</b>  <b>Esther Tan</b>, Global Director of Marketing &amp; E-Commerce, <b>Plaza Premium Group</b></p> <p>Panelists:  <b>Mason Tay</b>, Associate Director, Global Markets Growth, <b>Tripadvisor</b>  <b>Koo Sok Hoon</b>, Director of Marketing, <b>Shangri-La Singapore</b>  <b>Shalini Seneviratne</b>, Marketing Director Baby and Child Care, <b>Kimberly-Clark</b></p>

<p>13:30</p> 	<p><b>Lunch Break</b>          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 <b>Thematic</b> where we bring together senior leaders for a thought-provoking discussion over lunch.</i></p>		
<p>14:30</p>	<p><b>Interactive Discussion Group (2 rounds, 50-minutes each)</b>          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.</p>		<p><b>Designing Seamless, Revenue-Driving Experiences Across the End-to-End Travel Journey</b></p> <ul style="list-style-type: none"> <li>• Connecting marketing, e-commerce and on-ground service to deliver a consistent experience from pre-trip planning through post-travel engagement</li> <li>• Leveraging customer and behavioural intelligence to personalise offers, communications and experiences across digital and physical touchpoints</li> <li>• Balancing global brand consistency with local market nuance across airports, lounges and partner environments</li> <li>• Measuring the commercial and experiential impact of experience-led marketing on conversion, loyalty and repeat usage</li> </ul> <p><b>Esther Tan</b>, Global Director of Marketing &amp; E-Commerce, <b>Plaza Premium Group</b>  <i>*please note that this session ends at 15:00 pm</i></p> <p><b>15:00 Panel discussion</b>  <b>Accelerating Creative Execution and Iteration Using GenAI Without Compromising Brand Trust</b></p> <ul style="list-style-type: none"> <li>• Generating campaign variations aligned to brand guidelines and audience-specific formats</li> <li>• Testing AI-produced content in-market to validate engagement and ROI before scaling</li> </ul>
			
<p><b>Roundtable A</b>  <b>Bringing Journey Maps to Life through Real-Time Data</b>          Exploring how organisations are moving beyond static journey maps to use live customer and operational data to guide decisions and improve experiences in the moment.          Senior Representative, <b>Sierra</b></p>		<p><b>Roundtable A</b>  <b>Future Contact Centres</b>          A forward-looking discussion on how contact centres are evolving in structure, skills and technology to deliver value in an AI-enabled, omnichannel world.</p>	
<p><b>Roundtable B</b>  <b>Reimagining CX in Retail and Consumer Goods Industries</b>          Examining how retail and consumer brands are responding to changing customer expectations through personalisation, experience design and smarter use of data.</p>		<p><b>Roundtable B</b>  <b>Utilising Voice AI to Improve Customer Experience</b>          Discussing where voice AI is genuinely enhancing customer interactions today, and how organisations are balancing automation with trust, quality and human judgement.</p>	

	<p align="center"><b>Roundtable C</b> <b>Introduction to AI Agents</b></p> <p>A practical introduction to AI agents, focusing on what they are, where they add value, and how CX and service leaders can start experimenting responsibly.</p> <p align="center">Senior Representative, <b>Thematic</b></p>	<p align="center"><b>Roundtable C</b> <b>Keeping the Customer at the Centre of Automation</b></p> <p>Exploring how organisations ensure automation initiatives improve customer outcomes, rather than simply optimising cost, speed or internal efficiency.</p>	<ul style="list-style-type: none"> <li>• Embedding human oversight to maintain authenticity, tone consistency and regulatory compliance</li> <li>• Developing governance frameworks that prevent misuse and protect brand reputation</li> </ul> <p>Panellists: <b>Andrew Hill</b>, Digital Acceleration Strategy and Enablement Senior Director, <b>the Coca-Cola Company</b> <b>Jacky Mak</b>, Brand Marketing Director, <b>yu Rewards Club</b></p>
<p>16:10</p> 	<p align="center"><b>Afternoon Break &amp; Refreshments</b></p> <p align="center">Take a break and use this time to network with your fellow industry peers!</p>		
<p align="center"><b>Turning Insight into Action: How Data and AI Are Shaping Better Customer Outcomes</b></p>		<p align="center"><b>Operationalising AI-Driven Marketing to Deliver Measurable Performance</b></p>	
<p>16:40</p>	<p><b>Case Study</b> <b>From Metrics to Meaning: How DBS Is Using Data to Prove and Improve CX Impact</b></p> <p><i>DBS Bank is redefining how customer experience is measured and managed by moving beyond isolated metrics toward a data-driven model that links experience performance directly to business outcomes. This session explores how DBS is using customer, journey, and operational data to prioritise what matters most, guide decision-making, and deliver measurable CX impact at scale.</i></p> <ul style="list-style-type: none"> <li>• Building an integrated CX measurement framework that connects customer signals with operational and commercial outcomes</li> <li>• Using journey-level data to identify critical pain points and focus improvement efforts where they will deliver the greatest impact</li> </ul>	<p><b>Translating Contact Centre Data Into Business Influence</b></p> <ul style="list-style-type: none"> <li>• Identifying the most compelling metrics and insights for cross-functional leaders</li> <li>• Linking service data to business outcomes like churn, loyalty and sales</li> <li>• Telling the story behind the numbers - and getting buy-in from senior stakeholders</li> <li>• Using insight to elevate the contact centre's strategic value</li> </ul> <p><b>Aleksei Shuravin</b>, Head of Customer Service, <b>Salmon Group</b></p>	<p><b>Operationalising AI to Drive Marketing Performance Across the Entire Customer Lifecycle</b></p> <ul style="list-style-type: none"> <li>• Integrating AI models into existing workflows to accelerate decision-making and reduce manual processes</li> <li>• Linking AI outputs directly to commercial KPIs such as conversion, revenue and cost efficiency</li> <li>• Ensuring responsible data governance to build internal confidence and customer trust</li> <li>• Testing predictive models in controlled environments before scaling organisation-wide</li> </ul> <p><b>Razvan Paraschiv</b>, Head of Marketing Systems &amp; Operations, <b>Airwallex</b></p>

	<ul style="list-style-type: none"> <li>• Applying advanced analytics and GenAI to translate insight into clearer priorities, faster decisions, and more effective CX interventions</li> <li>• Shifting CX measurement from static reporting to an active decision-support tool that drives continuous improvement</li> </ul> <p><b>Ng Yan Chao</b>, Regional Head of Customer Experience, <b>DBS Bank</b></p>		
17:10	<p><b>Case Study</b>  <b>Connecting People, Platforms and Purpose: How General Storage Built a Human-Centred Messaging Experience</b></p> <p><i>Exploring how General Storage transformed customer communication through its AI-powered omnichannel platform, uniting automation and empathy, enabling teams to deliver faster, more consistent and more human interactions at scale.</i></p> <ul style="list-style-type: none"> <li>• Designing frictionless messaging experiences that balance operational efficiency with warmth, clarity and trust</li> <li>• Using conversational AI to scale responsiveness and consistency across channels, without losing brand voice or human judgement</li> <li>• Empowering frontline teams with better tools, context and confidence to deliver more personalised customer interactions</li> <li>• Demonstrating measurable improvements in service performance, customer satisfaction and retention</li> </ul> <p><b>Helen Ng</b>, Chief Executive Officer, <b>General Storage Company Pte Ltd</b></p>	<p><b>Case Study</b>  <b>Building Stronger Customer Relationships in a Hybrid World</b></p> <p><i>Exploring how shifts in customer behaviour and frontline team models are reshaping expectations for connection, flexibility and trust across service interactions.</i></p> <ul style="list-style-type: none"> <li>• Understanding the new dynamics of trust, channel preferences and responsiveness in customer journeys</li> <li>• Balancing digital convenience with human touch in complex or high-stakes interactions</li> <li>• Equipping service teams with the right tools, autonomy and metrics to thrive in hybrid models</li> </ul> <p><b>Jane Carlos</b>, Chief Customer Experience Officer, <b>Komunidad</b></p>	<p><b>Driving Loyalty at Scale: How Data and Personalisation Are Transforming Coalition Marketing into a Growth Engine</b></p> <ul style="list-style-type: none"> <li>• Using customer and transaction data to drive more relevant, personalised loyalty engagement</li> <li>• Balancing scale with relevance across multiple brands and partners within a coalition ecosystem</li> <li>• Leveraging emerging tools (including GenAI where appropriate) to improve targeting, content and member engagement</li> <li>• Measuring the commercial impact of loyalty marketing on retention, frequency and lifetime value</li> </ul>
17:30	<p><b>Closing Remarks from the Chair and End of Conference Day 1</b></p>		<p><b>Chairperson's Closing Remarks and End of Marketing Theatre Day 1</b></p>

**18:30 –  
22:30**



**CX Awards Networking Dinner**

Celebrate CX excellence with an evening of networking, recognition and connection alongside the region's leading customer experience professionals. Limited tickets available, book yours now – to find out more, please contact [enquiry@iqpc.com.sg](mailto:enquiry@iqpc.com.sg)

**NEXT GEN  
CX**

**CCW** CUSTOMER  
CONTACT WEEK  
ASIA

**NEXT GEN  
MARKETING**

08:15	Morning Refreshments & Registration	Registration Opens
09:00	Welcome Address from <b>CX Asia Week</b>	Welcome Address from <b>Next Gen Marketing</b>
09:05	Opening Remarks from the Chair	Opening Remarks from the Chair
<b>Embedding Customer-Centric Thinking Across Operations</b>		<b>Operationalising AI-Driven Marketing to Deliver Measurable Performance</b>
09:10	<p><b>When the Journey Breaks: Agentic Commerce and the End of the Traditional Customer Path</b>  <i>As AI-driven agents increasingly act on behalf of customers, the traditional, linear customer journey is breaking down. This plenary explores what agentic commerce means for how customers engage with brands, and how CX and service leaders must rethink experience design, accountability, and operations in a world where humans are no longer present at every step.</i></p> <ul style="list-style-type: none"> <li>• Exploring how customer behaviour is shifting as AI agents mediate discovery, choice, purchase, and support, and what customers now expect from brands in this new model</li> <li>• Examining why traditional journey maps, funnels, and touchpoint-centric thinking are no longer sufficient in an agent-led environment</li> <li>• Discussing the implications for CX, contact centres, and service operations as decisions happen faster, more autonomously, and with less direct human interaction</li> <li>• Identifying how organisations can redesign experience, governance, and trust frameworks to remain relevant, visible, and accountable in an era of agentic commerce</li> </ul> <p><b>Katja Forbes</b>, Executive Director, Head of Client Experience, CIB DCDA, <b>Standard Chartered Bank</b></p>	<p><b>Panel Discussion</b>  <b>Delivering Omnichannel Consistency for Mobile-First, Social-First Consumers</b></p> <ul style="list-style-type: none"> <li>• Adapting communications to the behaviours, preferences and cultural nuances of mobile-first audiences</li> <li>• Integrating social commerce, messaging apps and live shopping as core journey components</li> <li>• Ensuring consistency in tone, offer logic and experience between retail, app, web and social</li> <li>• Evaluating which channels most effectively drive discovery, conversion and long-term engagement</li> </ul> <p><b>Ananditha Mayasari</b>, AVP Head of Marketing, <b>Kopi Kenangan</b></p>
09:40	<b>Industry Thought Leadership</b>	
10:10	<p><b>Panel discussion</b>  <b>Delivering End to End Experience through Connected Teams</b></p> <ul style="list-style-type: none"> <li>• Exploring how organisations are aligning CX, digital and contact centre teams around common goals, metrics and accountability</li> <li>• Discussing practical approaches to overcoming silos, improving handoffs, and clarifying ownership across end-to-end journeys</li> </ul>	<p><b>Case Study</b>  <b>Personalising Fandom at Scale: How the NBA Uses Data and AI to Deepen Engagement Across Asia</b></p>

- Examining leadership and operating models that bring together operations, data and experience design to deliver consistency at scale
- Sharing real examples of cross-functional initiatives that have improved efficiency, reduced friction and strengthened customer satisfaction

Moderator:

**Manpreet Singh**, Senior MD and Group Head – Customer Experience Management, **CIMB**

Panellists:

**Fatimah Hussein**, SVP, Head Customer Contact Centre, **RHB Banking Group**

**Xavier Chia**, Head of Customer Service, **Pacific International Lines**

**Melody Lim**, Head of Customer Experience, **Aboitiz Power**

**Rajesh Grover**, Group Chief Digital Officer & Head of AI, **Kanmo Group**

With Asia representing its largest and most diverse fanbase, the NBA must tailor its positioning, content, and engagement strategies market by market. This session explores how the league blends localisation, partnerships, and AI-driven personalisation to grow fandom, nurture loyal audiences, and power its direct-to-consumer ecosystem.

- Localising marketing and content strategy to reflect each country’s maturity - whether building new fandoms, nurturing existing communities, or partnering with local cultural icons like K-pop stars
- Using big data and AI to personalise the experience across the NBA ecosystem, enabling fans to follow specific players, teams, storylines, and game moments
- Leveraging technology to simplify the sheer volume of games and content, helping fans find what matters most to them
- Strengthening the league’s direct-to-consumer funnel through personalised journeys that drive League Pass adoption and deeper long-term engagement


**Antoine Nazaret**, Assistant Vice President Digital Marketing Asia, **NBA**

10:40







**Human Bingo**



Kick off the conference with a bingo-style networking activity designed to get conversations flowing. Delegates will receive a bingo card featuring different

	attendee profiles and roles across the room. The goal is to connect, match profiles, and punch as many holes as possible by meeting new people. Prizes (and bragging rights) go to the most connected.		
11:10 	<b>Morning Break &amp; Refreshments</b> Take a break and use this time to network with your fellow industry peers at our Exhibition Hall		
	<b>Customer Insights &amp; Analytics</b>	<b>Redefining Service Excellence in the Era of Intelligent Operations</b>	<b>Accelerating Growth Through Loyalty, Community &amp; High-Value Customer Relationships</b>
11:40	<p><b>Driving Experience Excellence through Data Insight and Action</b></p> <ul style="list-style-type: none"> <li>Examining how leading organisations are transforming raw customer data into insight that informs design, service and strategy.</li> <li>Discussing how to connect voice-of-customer, operational and behavioural data to uncover actionable intelligence</li> <li>Highlighting the systems, skills and leadership required to turn analytics into meaningful change rather than dashboards</li> </ul> <p><b>Yash Sheth</b>, Head of Subscriptions and Loyalty, <b>Gojek</b></p>	<p><b>Case Study</b>  <b>Laying the Groundwork for Intelligent Customer Service: Lessons from Process Redesign and Change Management</b></p> <ul style="list-style-type: none"> <li>Redesigning workflows and customer journeys to remove friction before digitalising them</li> <li>Aligning people, process, and technology to support sustainable change</li> <li>Embedding change-management principles that drive adoption and behavioural shift</li> <li>Translating process improvement into measurable CX outcomes to achieve faster resolution, higher satisfaction, and stronger trust</li> </ul> <p><b>Chermaine Tay</b>, Assistant General Manager of Client and Customer Service Management, <b>DKSH</b></p>	<p><b>Case Study</b>  <b>Building Trust at Speed: How Tonik Bank Is Shaping Digital Banking in the Philippines</b>  <i>As one of the country's newest digital banks, Tonik is building awareness, credibility, and customer adoption in a market where digital banking is still emerging. This session explores how Tonik balances rapid startup execution with trust-building, education, and performance-driven marketing to accelerate acquisition and strengthen customer experience.</i></p> <ul style="list-style-type: none"> <li>Establishing trust through clear, consistent education on digital banking safety, regulatory compliance, and Tonik's value proposition</li> <li>Designing fast, high-impact brand campaigns that drive both awareness and measurable conversion in a competitive, low-trust market</li> <li>Leveraging performance marketing and on-the-ground activation to reduce cost per acquisition while scaling app adoption</li> <li>Aligning brand-building and customer experience to create a seamless journey from first impression to active, engaged account holder</li> </ul> <p><b>Wanda Pascua</b>, Head of Marketing, <b>Tonik Bank</b></p>


<p>12:10</p>	<p><b>Case Study</b>  <b>Understanding Moments That Matter: How AboitizPower Used Customer Insight to Redesign Key Energy Journeys</b></p> <ul style="list-style-type: none"> <li>Combining customer feedback, digital behaviour and service interaction data to pinpoint moments that most strongly influence satisfaction and retention</li> <li>Moving beyond average CSAT scores to uncover specific breakdowns across billing, onboarding and digital engagement journeys</li> <li>Using analytics to prioritise CX investments and focus improvement efforts where they would deliver the greatest commercial and customer impact.</li> <li>Measuring success through improvements in digital adoption, engagement levels and overall customer trust</li> </ul> <p><b>Melody Lim</b>, Head of Customer Experience, <b>Aboitiz Power</b></p>	<p><b>Case Study</b>  <b>Closing the Loop: Using Automated Feedback Systems to Build Operational Intelligence and Strengthen Customer Trust</b></p> <p><i>Exploring how Shakey’s expanded its contact center mandate by embedding structure and intelligence into its feedback and recovery operations at scale.</i></p> <ul style="list-style-type: none"> <li>Unifying service operations across voice, social, delivery, franchise, and IT channels to eliminate silos, reduce friction, and streamline resolution</li> <li>Rolling out “Project Sherlock”, a feedback automation initiative that enables real-time tagging, routing, and tracking of customer concerns</li> <li>Transitioning public-facing customer feedback into a centralised, trackable recovery framework—boosting accountability, speed, and customer trust</li> </ul> <p><i>The result: A more responsive, data-driven service ecosystem where every complaint becomes an opportunity to recover and improve.</i></p> <p><b>Catherine Joyce Espinoza</b>, Head of Business Process and Contact Center, <b>Shakey’s Philippines</b></p>	<p><b>Leveraging Social Proof, Community Signals and Influencer Integrity to Drive Credibility in Experience-Led Brands</b></p> <ul style="list-style-type: none"> <li>Activating authentic member stories, community advocacy and peer validation to build trust in high-consideration lifestyle and wellness categories</li> <li>Designing influencer and creator strategies that prioritise credibility, alignment and long-term brand equity over short-term reach or vanity metrics</li> <li>Integrating social proof across digital, physical and experiential touchpoints to influence decision-making throughout the consideration journey</li> <li>Measuring the impact of community-led and influencer-driven marketing on conversion quality, retention and brand trust</li> </ul> <p><b>Joanne Lim</b>, Head of Marketing Southeast Asia, <b>Virgin Active</b></p>
<p>12:40</p>	<p><b>Case Study</b>  <b>Reimagining Loyalty for Modern Shoppers: Inside Metro Singapore’s New Treasured Programme</b></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</i></p>	<p><b>Panel Discussion</b>  <b>Elevating the Human Advantage in the Era of Intelligent Operations</b></p> <ul style="list-style-type: none"> <li>Redefining the value of human capability as automation reshapes customer engagement</li> <li>Developing adaptive skills and emotional intelligence as core competencies for the modern service workforce</li> </ul>	<p><b>The 10 Hard Truths of Influencer Marketing: Why Most Campaigns Look Good but Fail to Move Brands</b></p> <ul style="list-style-type: none"> <li>Expose the truth behind inflated metrics, volatile engagement and misaligned creator–brand partnerships</li> <li>Spot real influence- and stop optimising for reach that doesn’t build brands</li> <li>Shift from campaigns to credibility, focusing on community and authentic connection</li> </ul>

	<p><i>connection, strengthen customer insight, and deliver measurable commercial impact.</i></p> <ul style="list-style-type: none"> <li>• Revamping the loyalty value proposition to shift from transactional rewards to meaningful, relationship-led engagement</li> <li>• Building a unified customer profile by integrating purchase, digital, and behavioural data to power more relevant and personalised interactions</li> <li>• Designing modern tiers, benefits, and experiential elements that reflect evolving customer expectations and shopping behaviours</li> <li>• Activating real-time personalisation to deliver the right offers, content, and service moments across touchpoints</li> </ul> <p><b>Roxanne Lim</b>, CRM and Customer Loyalty Manager, <b>Metro Singapore</b></p>	<ul style="list-style-type: none"> <li>• Aligning leadership behaviours with empowerment, ownership and continuous learning</li> </ul> <p>Panellists:  <b>Babul Balakrishnan</b>, Head of Customer Experience (CX) Operations, <b>Thunes</b>  <b>Kirk Chua</b>, Senior Manager of Ground Operations, Customer Service, Operations Policy and Planning, <b>Changi Airport Group (Singapore) Pte Ltd</b>  <b>Sam Tolentino</b>, Head of Customer Experience, <b>Parcelhero</b></p>	<p><b>Jamie Say</b>, Head of Marketing Malaysia &amp; Singapore, <b>Ego Pharmaceuticals</b></p>
<p>13:10</p> 	<p><b>Lunch Break</b>  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><b>Balancing Personalisation and Privacy: Using Customer Insight Responsibly</b></p> <ul style="list-style-type: none"> <li>• Understanding what today's customers expect in exchange for their data, and where</li> </ul>	<p><b>Driving AI Adoption with Trust and Impact: Lessons from Customer Services at Siemens Healthineers</b>  <i>In highly regulated healthcare environments, adopting AI is as much a people and change</i></p>	<p><b>Panel Discussion</b>  <b>Enhancing Real-Time Customer Support Journeys Through Marketing-CX Alignment</b></p>

	<p>personalisation starts to feel intrusive rather than valuable</p> <ul style="list-style-type: none"> <li>• Designing insight strategies that prioritise relevance, transparency and consent, rather than volume or surveillance</li> <li>• Using analytics to identify when personalisation adds value, and when simplicity, consistency or choice matter more</li> <li>• Balancing regulatory requirements, data governance and customer trust while still delivering differentiated experiences at scale</li> </ul> <p><b>Emma Cabochan</b>, Senior Vice President of Legal Services and Head of Data Privacy, <b>Asia United Bank</b></p>	<p><i>challenge as it is a technology one. This session explores how Siemens Healthineers Customer Services successfully drove AI adoption across its teams while keeping customer experience and patient care at the core of decision-making.</i></p> <ul style="list-style-type: none"> <li>• Taking a structured, customer-centric approach to AI adoption that builds confidence, trust, and frontline buy-in in a regulated healthcare context.</li> <li>• Using data and insight to measure both quantitative and qualitative impact - from operational performance to experience outcomes.</li> <li>• Balancing compliance, governance, and innovation without compromising on care quality or customer trust.</li> <li>• Embedding AI as an enabler of better decision-making and service delivery, rather than a replacement for human judgement</li> </ul> <p><b>Ricardo Ramires</b>, Head of Customer Services Diagnostics Asia Pacific, <b>Siemens Healthineers</b></p>	<ul style="list-style-type: none"> <li>• Bridging marketing and service teams to ensure consistent messaging from acquisition to resolution</li> <li>• Deploying proactive communication to pre-empt issues, reduce inbound enquiries and improve outcomes</li> <li>• Embedding feedback loops to refine journey moments with the highest emotional impact</li> <li>• Quantifying the impact of reduced friction on satisfaction, NPS and repeat purchase</li> </ul> <p>Panellists:  <b>Adelise Ashdown</b>, Global Head of Marketing for Brand &amp; Client Experience + APAC Regional Lead, <b>JLL</b>  <b>Wanda Pascua</b>, Head of Marketing, <b>Tonik Bank</b>  <b>Antoine Nazaret</b>, Assistant Vice President Digital Marketing Asia, <b>NBA</b></p>
14:40	<p><b>Panel Discussion</b>  <b>Unlocking the Power of Data-Driven Insights to Scale Personalisation and Customer Loyalty</b></p> <ul style="list-style-type: none"> <li>• Transforming raw customer data into meaningful insights that drive engagement</li> <li>• Strengthening relationships by tailoring interactions to individual preferences</li> <li>• Balancing automation and human touch for superior service</li> <li>• Highlighting industry leaders' personalisation best practices</li> </ul> <p>Panellists:</p>	<p><b>Case Study</b>  <b>Empowering the Frontline: How LEGO Turned Its Contact Centre into a Brand Experience Hub</b></p> <ul style="list-style-type: none"> <li>• Repositioning the customer centre as a key brand touchpoint and community builder</li> <li>• Equipping agents to act as experience ambassadors rather than issue resolvers</li> <li>• Streamlining workflows and tools to remove friction and elevate empathy</li> <li>• Embedding continuous learning, creativity, and ownership into service culture</li> </ul> <p><b>Felicia Cao</b>, Head of APAC Contact Centre Operations, <b>the LEGO Group</b></p>	<p><b>Applying Predictive Analytics to Anticipate Behaviour and Reduce Wasted Spend</b></p> <ul style="list-style-type: none"> <li>• Identifying the highest-value signals that indicate propensity, intent or churn risk</li> <li>• Designing predictive models that directly support acquisition efficiency and retention outcomes</li> <li>• Refining activation strategies based on model accuracy, bias detection and performance feedback loops</li> <li>• Prioritising spend towards audiences with the highest likelihood of conversion or long-term value</li> </ul>

	<p><b>Eduardo Imperial</b>, Head of Service Management Asia, <b>Vodafone Global Enterprise</b></p> <p><b>Dinesh Ramchandani</b>, Global Director Insights, Data and Analytics, <b>Unilever</b></p> <p><b>Yash Sheth</b>, Head of Subscriptions and Loyalty, <b>Gojek</b></p>		
<p>15:30</p> 	<p><b>Afternoon Break &amp; Refreshments</b></p> <p>Take a break and use this time to network with your fellow industry peers at our Exhibition Hall!</p>		
<p>15:50</p> 	<p><b>Prize Giveaway by Our Event Partner: LivePerson</b></p> <p>Winners have to be present to be eligible to win prizes given away by our partners.</p>		
<p><b>Leading for Trust, Empathy &amp; Engagement in a Digitally Transformed World</b></p>		<p><b>Accelerating Growth Through Loyalty, Community &amp; High-Value Customer Relationships</b></p>	
<p>16:00</p>	<p><b>Case Study</b></p> <p><b>From 1.6 to 4.3 CSAT: How Sentosa Is Realising Value from GenAI Across Experience and Operations</b></p> <p><i>As a public-facing destination managing high volumes of guest interactions across physical and digital touchpoints, Sentosa faced growing pressure to improve accessibility, responsiveness and experience quality, while operating within a highly scrutinised, governance-led environment. In this session, the Guest Experience team shares how Sentosa has leveraged GenAI not just as a digital tool, but as an enabler of value across guest experience, operations and frontline teams.</i></p> <ul style="list-style-type: none"> <li>• Applying GenAI across guest experience, operations and staff enablement to reduce friction, improve access to information and support better decision-making at scale.</li> <li>• Using GenAI to handle high-volume, repeat guest enquiries such as wayfinding, maps and general information, freeing frontline teams to focus on higher-value interactions.</li> <li>• Building trust and confidence in GenAI through strong governance, clear guardrails and stakeholder alignment in a public-sector environment.</li> <li>• Driving measurable impact by making it faster and easier for guests to find answers, contributing to a CSAT uplift from 1.6 to 4.3 within months of deployment while bringing internal teams and island partners on the transformation journey.</li> </ul> <p><b>Kelly Yoong</b>, Chief Data Officer and Divisional Director, Corporate Planning, <b>Sentosa</b></p>	<p><b>Building an AI-Ready Marketing Operating Model That Supports Speed and Accountability</b></p> <ul style="list-style-type: none"> <li>• Redesigning roles, processes and governance to enable faster experimentation and decision-making</li> <li>• Upskilling teams in data literacy and AI fluency to ensure effective adoption and ownership</li> <li>• Aligning AI-driven initiatives to commercial objectives to secure stakeholder buy-in</li> <li>• Monitoring performance through transparent dashboards that tie activity to outcomes</li> </ul>	

<p>16:30</p>	<p><b>Case Study</b>  <b>Reigniting Purpose and Care – Building a Culture of Experience Excellence</b>  <i>Exploring how IHH Healthcare Singapore is strengthening its patient experience culture by reconnecting employees with purpose, care and service excellence.</i></p> <ul style="list-style-type: none"> <li>• Embedding CX as a shared organisational responsibility across all departments - from F&amp;B to clinical care</li> <li>• Implementing the “People-Patient Experience” strategy to achieve positive employee experience with positive patient outcomes</li> <li>• Using technology and AI to simplify daily work and free staff to focus on care</li> <li>• Building a patient experience roadmap that fosters empathy, accountability and pride in service</li> </ul> <p><b>Hui Hwa Koh-Minjoot</b>, Vice President &amp; Head, Allied Health &amp; Patient Experience, <b>Group Procurement (Pharmacy)</b>, IHH Healthcare</p>	<p><b>Scaling Subscription and Membership Models That Create Sustainable Growth Engines</b></p> <ul style="list-style-type: none"> <li>• Designing value propositions grounded in genuine utility, exclusive access or convenience</li> <li>• Analysing churn signals to intervene early with targeted, value-led offers</li> <li>• Balancing acquisition incentives with profitable, long-term retention mechanics</li> <li>• Testing pricing, bundling and benefits to optimise unit economics and customer loyalty</li> </ul>
<p>17:00</p>	<p><b>Closing Remarks from the Chair and End of Conference</b></p>	<p><b>Closing Remarks from the Chair and End of Marketing Theatre Day 2</b></p>

Pre-Conference Focus Day Tuesday 16 June 2026		Post-Conference Focus 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	<b>From Automation to Agency: Designing Agentic AI That Acts with Purpose and Control</b> <ul style="list-style-type: none"> <li>Understanding the shift from rules-based automation to agent-driven decisioning in CX operations</li> <li>Defining where AI should act independently versus when human intervention is essential</li> <li>Designing escalation, override, and accountability models for agentic workflows</li> <li>Avoiding common failure points when scaling autonomous CX systems</li> </ul>	<b>Redefining the Frontline Role: What Human Work Looks Like in AI-Augmented Operations</b> <ul style="list-style-type: none"> <li>Identifying which tasks should be automated, augmented, or remain human-led</li> <li>Redesigning frontline roles around judgement, empathy, and value creation</li> <li>Rethinking performance metrics beyond speed and volume</li> <li>Ensuring role clarity and confidence during periods of rapid change</li> </ul>	
11:20	<b>Human-in-the-Loop by Design: Building Trust, Governance, and Ethical Guardrails for Agentic CX</b> <ul style="list-style-type: none"> <li>Designing “human-in-the-loop” models that preserve empathy and contextual judgment</li> <li>Establishing governance frameworks for autonomous CX decisions</li> <li>Communicating AI involvement clearly to customers to build trust and confidence</li> <li>Translating responsible AI principles into day-to-day operational practice</li> </ul>	<b>AI-Powered Workforce Management: Forecasting, Scheduling, and Performance with Precision</b> <ul style="list-style-type: none"> <li>Using AI-driven forecasting to better match demand, capacity, and service quality</li> <li>Blending algorithmic recommendations with human judgement in scheduling decisions</li> <li>Improving wellbeing and engagement through smarter workload distribution</li> <li>Measuring the impact of AI-enabled WFM on efficiency, attrition, and experience</li> </ul>	
12:00 	<b>Lunch &amp; Networking Break</b> Take a break and use this time to network with your fellow industry peers!	<b>Lunch &amp; Networking Break</b> Take a break and use this time to network with your fellow industry peers!	
13:00	<b>Experience Orchestration at Scale: Using Agentic AI to Anticipate, Decide, and Act in Real Time</b> <ul style="list-style-type: none"> <li>Connecting behavioural, operational, and contextual signals to trigger autonomous CX actions</li> </ul>	<b>Case Study</b> <b>From Data to Decision - How GB Corp Proved the ROI of Customer Insight and Analytics</b> <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>	

	<ul style="list-style-type: none"> <li>• Designing adaptive journeys that respond dynamically to customer intent and risk</li> <li>• Moving from reactive service models to predictive, self-optimising experiences</li> <li>• Measuring impact through speed, satisfaction, effort reduction, and commercial outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Building a unified insights framework connecting customer, operational and financial data</li> <li>• Embedding analytics into daily decision-making to prove CX ROI</li> <li>• Creating executive dashboards that link experience metrics to business outcomes</li> <li>• Demonstrating measurable revenue and retention impact through insight-driven action</li> </ul> <p><b>Bishoy Sawiris, Chief Data Officer, GB Corp</b></p>
13:40	<p><b>Case Study</b>  <b>Scaling Human-Centred AI in Retail at Kanmo Group</b>  <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"> <li>• Embedding human oversight and empathy principles into AI-driven customer journeys</li> <li>• Building AI capability and literacy within cross-functional teams</li> <li>• Measuring success through loyalty, engagement and conversion metrics</li> <li>• Lessons learned in balancing innovation speed with brand trust</li> </ul> <p><b>Rajesh Grover, Group Chief Digital Officer &amp; Head of AI, Kanmo Group</b></p>	<p><b>Leading the Workforce Through Change: Trust, Adoption, and Culture in AI-Driven Operations</b></p> <ul style="list-style-type: none"> <li>• Addressing fear, resistance, and uncertainty around AI adoption</li> <li>• Communicating purpose, intent, and safeguards clearly and consistently</li> <li>• Aligning leadership behaviours with empowerment and accountability</li> <li>• Embedding a culture of continuous learning, experimentation, and care</li> </ul>
14:20	<b>End of Pre- Event Focus Day</b>	<b>End of Post-Event Focus Day</b>

# CX ASIA EXCELLENCE AWARDS

## Ceremony



### WHAT IS IT?

The CX Asia Excellence Awards are Asia's foremost recognition for exceptional achievements in customer experience. Now in its 12th year, the Awards have become a cornerstone for CX professionals and organisations committed to customer-centric excellence.

### WHEN WILL IT BE?

Winners will be honoured at the annual CX Asia Excellence Awards Networking Dinner on 17 June 2026, where they will be celebrated for their contributions to the industry learning, and inspiration, making it a must-attend for CX leaders seeking to stay ahead of the curve.

### DO I NEED TO DRESS UP?

The theme for this year's Awards ceremony dinner is Disco Night! You are in for a night of glitter, glam and retro vibes. Dress up, have a chance to win attractive prizes and celebrate with your peers!

## WHAT'S IN STORE FOR THE EVENING?

The CX Asia Excellence Awards Night promises an unforgettable evening of celebration, connection, and entertainment. Expect lively networking, interactive moments, and an exceptional dining experience - all leading up to the highlight of the night: the announcement of winners across **13 prestigious award categories**, recognising the very best in CX excellence across Asia.

## CELEBRATE CX EXCELLENCE WITH YOUR INDUSTRY PEERS

Join senior **CX, customer contact, customer service, and marketing leaders** from across the region as we come together to honour innovation, impact, and leadership in customer experience.



 [VIEW THE FULL AWARDS PROGRAMME](#)

# 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

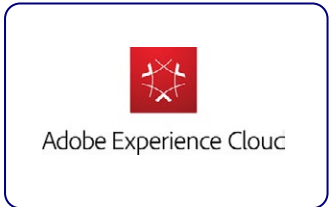
- 3x3
- 6x3
- 6x6 options available



**DOWNLOAD OUR SPONSORSHIP GUIDE HERE!**



# SOME OF OUR PAST SPONSORS INCLUDE:



# BOOK YOUR TICKET

## CONFERENCE ONLY (2 DAY CONFERENCE)

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

Purchase Before

*Ultra Early Bird*  
30-Jan-26  
**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**

## MAIN CONFERENCE + PRE & POST WORKSHOPS (4 DAYS)

**STANDARD RATE:**  
Book and Pay 4 weeks out to Finish  
**SGD \$5,599**

Purchase Before

*Ultra Early Bird*  
30-Jan-26  
**SGD \$4,099**

*Super Early Bird*  
27-Feb-26  
**SGD \$4,399**

*Pre Early Bird*  
27-Mar-26  
**SGD \$4,699**

*Early Bird*  
24-Apr-26  
**SGD \$4,999**

*Special*  
22-May-26  
**SGD \$5,299**

### OFFERS & GROUP BOOKING DISCOUNTS AVAILABLE!

Group of 2+ delegates  
**15% OFF**

Group of 4+ delegates  
**25% OFF**

Group of 7+ delegates  
**35% OFF**

Group of 10+ delegates  
**45% OFF**

