



Rethinking CX Metrics: From Activity Scores to Business Impact

CX & Customer Contact Leaders Private Lunch Boardroom Discussion

**Held concurrently with CX Asia Week (Main Conference)*

Day One, Wednesday, 17 June 2026

For years, customer experience has been measured through familiar metrics yet many organisations still struggle to clearly articulate how CX performance translates into revenue growth, cost efficiency, risk reduction, or long-term enterprise value.

As CX matures from a functional capability into a board-level priority, leaders are being challenged to move beyond generic scorecards and rethink how success is defined, measured, and communicated. The focus is shifting from reporting experience to proving impact.

This exclusive invite-only boardroom session offers a rare opportunity to gain first-hand insights from proven deployments. Senior CX, Contact Centre, Customer Service and Operations leaders will come together for a candid discussion on challenging the metrics status quo and explore how to demonstrate tangible business outcomes with custom metrics. Discover how organisations are building custom, outcome-led measurement frameworks that link customer signals directly to business decisions, and ultimately, to the P&L.

This is a by-invite-only Leaders Boardroom Discussion which has been designed to promote in-depth interaction amongst industry leaders. For more information on this exclusive Boardroom Discussion, please contact: Bianca.Almeida@iqpc.com.sg

Wednesday, 17 June 2026 (SGT)	
13:20	Registration
13:25	Opening & Welcome Address by IQPC
13:30	Leaders Boardroom Welcome: Attendee Introduction
13:35	Opening Address by Thematic
13:40	Private Lunch Boardroom Discussion
14:35	Summary of Discussion & Closing Address
14:40	End of Boardroom and Start of CX Asia Main Conference session

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Thematic is trusted by Woolworths and Jetstar among other enterprises across Asia and North America. Powered by our AI x Human engine, Thematic delivers research-grade analysis you can trust: AI at scale, verified by human expertise, grounded in business context, and directly tied to your metrics. Discover and act on insights you can defend within your enterprise's teams and in front of a boardroom.

Website: <https://getthematic.com/>