



Customer Experience Inspiration and Insight

CX APAC Online

APAC's largest & longest running online CX conference, bringing you regional customer experts direct to your desk

16-18 March

Online Event – Webinar On24 (SGT Live)

Struggling to improve your customer experience? Want insight from global CX experts free of charge? Need to motivate your team with cutting edge training? If your answer was yes to any of these questions, then it's worth taking a look at our **CX APAC Online 2021**.

Free of charge to attend, this summit takes place online, meaning you can dial in from the comfort of your desk.

The need for customer experience education, awareness, and brainstorming has reached its zenith, as good customer experience becomes the critical factor in a company's longevity. Now, more than ever, CEM professionals in Asia need to learn from their peers, understand what's cutting-edge within their industry – as well as others – and benchmark themselves against global market leaders. That's why the CX Network is hosting **CX APAC Online 2021**.

CX APAC Online 2021 brings you some of the most innovative customer experience projects around the world. Topics covered include emerging technologies impacting and enhancing CX, change-managing CX during digital transformation, voice-of-the-customer, reinventing your brand to reflect evolving consumer expectations, delivering a consistent customer experience in a modern gig economy. Through a combination of cutting-edge sessions, in-depth panels and downloadable podcasts, wherever you are in the CX journey our Digital Summit can help you exponentially improve your CX offering.

Confirmed Sponsors: ServiceNow, Salesforce, Genesys, Zendesk, Avaya, NICE, 8x8, UserTesting

Speakers confirmed:

- ✓ **Tina Morrell**, General Manager of Customer Strategy and Experience, **NRMA**
- ✓ **Malcolm Koh**, Customer Experience Strategist, **Zendesk** and **Sophie Devlin**, Senior Manager, Customer Success, **Zendesk**
- ✓ **Neil Gardner**, Chief Customer Officer, **Generali**
- ✓ **Sandra de Zoysa**, Group Chief Customer Officer, **Dialog Axiata PLC**
- ✓ **Benjamin Soubies**, Managing Director, Asia Pacific & Japan, **Talkwalker**
- ✓ **Emira Oepangat**, Head of Live Operations, **Chubb Insurance**
- ✓ **Mat Austin**, Senior Retail Operations, **Ergon Energy Retail** and **Cameron Adams**, Director Solution Consulting, **NICE**
- ✓ **Cynthia Tang**, Senior CX Manager, **Sunway Pyramid**
- ✓ **Emma Powell**, Chief Customer Officer, **Accident Compensation Corporation**
- ✓ **Lara Truelove**, Head of CX, **Singlife**
- ✓ **Gab Dracopoulos**, Head of CX, **Intuit**
- ✓ **Uddalak Chatterjee**, VP and Head Branch Operations and Training, **Bajaj Allianz Life Insurance Co. Ltd.**

<p>What to Expect from CX Digital:</p> <ul style="list-style-type: none"> • Access to cutting edge content and world class speakers from the comfort of your desk • Downloadable mp3 recordings of all presentations • Downloadable slides you can review again and again • Opportunity to meet cutting edge technology providers • Chat with attendees and presenters in our live networking sessions 	<p>Target Countries</p> <p>Primary:</p> <ul style="list-style-type: none"> • Australia & NZ • Singapore, Malaysia, HK • Indonesia, Philippines, Vietnam, Thailand <p>Secondary</p> <ul style="list-style-type: none"> • India, Srilanka 	<p>Who Should Attend?:</p> <ul style="list-style-type: none"> • CEO, CMO, Chief Customer Officer • Chief Digital Officer • VP, Director, Head of Customer Experience, CEM, CX, Customer Success • VP, Director, Head of Digital, Social • VP, Director, Head of Customer Service, Customer Operations, Call Centre, Contact Centre • VP, Director, Head of Marketing, Brand Management
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| | | <ul style="list-style-type: none">• Solution and Service Providers in the CX space |
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DAY ONE | 16 MARCH 2021

9.30am-10.15am SGT Aligning Advertising, Experience and Employee Behaviour to Deliver the Customer Promise

Listen to Neil as he shares Generali's journey towards delivering their Customer Promise. He will discuss:

- Aligning the organisation around a central vision to put the Customer first.
- Adapting the vision to be more relevant with building Marketing & Operations capability
- Understanding the importance of culture across all departments to drive a CX mindset
- Re-define key KPIs to bring a Customer perspective to measuring success

Neil Gardner, Chief Customer Officer, **Generali**

10.30am -11.15am SGT Session Reserved for ServiceNow

11.30am-12.15pm SGT Sponsor Session: Genesys confirmed

12.30pm – 1.15pm SGT Redefining Customer Experience For a New Era

The world has changed, and your customer experience needs to change too. In APAC, CX teams still struggle with new challenges - 75% of customers think about their experience when making a purchase, and more than half will go after just one bad experience. 2021 is going to be all about CX transformation to

thrive and get ahead in your business. Join our Zendesk experts as we explore the impact of the top CX trends and arm yourself with concrete ways to adapt and meet customer expectations. This session will address:

- More demanding customer expectations leading to overwhelmed agents
- An emphasis on agility to keep up with needs
- Customers leveraging different channels (esp messaging) to engage with business
- Using data effectively to prioritise the business and investments

Malcolm Koh, Customer Experience Strategist, **Zendesk** and **Sophie Devlin**, Senior Manager, Customer Success, **Zendesk**

1.30pm – 2.15pm SGT Salesforce

2.30pm – 3.15pm SGT Using VoC and Analysing Unprovoked Data to Enhance the Digital E-2-E Customer Experience

- Collect and analysing customer personas and journey mapping to inform customer experience (CX) improvements
- Using VoC insights to influence Sales, Marketing and Product teams and bolster human touch points
- Empathising with the customer and aligning customer success internally to deliver a better end-to-end customer experience

Lara Truelove, Head of CX, **Singlife**

End of Day One

DAY TWO | 17 MARCH 2021

9.30am-10.15am SGT Case Study: Undergoing Internal Transformation to Create New Customer Orientated Capabilities

ACC has undergone a significant transformation including creating new customer orientated capabilities, new resilient system infrastructure, new approaches to injury prevention and new ways of managing our clients and working with our partners and providers in the health system. It is vital that our internal culture

is centred around the customer vision, to ensure both the customer experience and the outcomes are aligned. We have taken time to streamline our internal functions to optimise the investments we have made and continuously deliver value for our customers. Sound easy? Think again. This session will address:

- The journey to customer centricity
- Aligning purpose, strategy, brand and people
- Obtaining insights and evidence to drive actionable change
- Assessing how to measure the end-to-end customer journey through VoC and customer analytics
- Using analytics to get ahead of the curve

Emma Powell, Chief Customer Officer, **Accident Compensation Corporation**

10.30am-11.15am SGT Unlocking Value and ROI from Customer Analytics, Real-Time Guidance and AI in a Virtual & Hybrid World

With customer expectations evolving at rapid pace, and a global shift towards virtual and hybrid working, contact centres are turning to analytics to generate actionable insights and power customer experiences, quality and ROI. Hear from Mat Austin, Senior Retail Operations at Ergon Energy Retail and Cameron Adams, Director Solution Consulting at NICE and discover cutting-edge strategies for powering your CX through analytics and AI including:

- Navigating the future of AI & analytics in contact centres – the past, present and exciting bright future
- Powering customer experience and ROI with real-time analytics and coaching – your exclusive look at our world-first real-time guidance solution for contact centres
- Revolutionising coaching and quality management in our new virtual and hybrid working environment.
- NICE Analytics roadmap including our cloud offering, quality management, integrations and more
- Marrying automation and analytics for truly remarkable CX
- Ergon Energy Retail's analytics journey and how to successfully drive value from customer data and insights

Mat Austin, Senior Retail Operations, **Ergon Energy Retail** and **Cameron Adams**, Director Solution Consulting, **NICE**

11.30am-12.15pm SGT Sponsor Session: Fireside chat with 8x8 Confirmed

12.30pm – 1.15pm SGT Next level CX: Creating a Unified View Across Your Brand, Market & Customers

- How 2021 will continue being a year of change and why businesses need to constantly increase customer connections

- Why brands need to start adapting the full potential of data and VOC in designing a customer-centric experience
- Examples of how to take your strategy to the next level with unified conversational intelligence

Benjamin Soubies, Managing Director, Asia Pacific & Japan, **Talkwalker**

1.30pm-2.15pm SGT Sponsor Session: Medallia Confirmed

2.30pm-3.15pm SGT Understanding Customer Value Without Losing the Human Touchpoints

- Identifying the CX and EX pain points and delight moments to transform your customer's digital experience
- Listening to the voice of the customer to uplift the CX
- Crafting the skills and competencies of the future to meet customer demand and expectation

Gab Dracopoulos, Head of CX, **Intuit**

End of Day 2

DAY THREE | 18 MARCH 2021

9.30am-10.15am SGT Establishing CX Design Frameworks and Principles to Ensure the Customer is the Number One Priority

With over 2.6 million members at NRMA, internal buy-in has been of real importance to initially drive the customer strategy and experience design. The priority has centered around listening to the customer, gaining customer feedback, understanding what customer value means and developing strategies to remain relevant. This session will address:

- How we developed 'squads' internally to break down silos and improve customer response times
- Aligning brand, reputation, and agile ways of working to anchor our strategy back to the customer
- Discovering pain points, proof points and success metrics to build upon

Tina Morrell, General Manager of Customer Strategy and Experience, **NRMA**

10.30am - 11.15am SGT Sponsor Session: User Testing

11.30am - 12.15pm SGT Reserved for Epsilon

12.30pm – 1.15pm Sponsor Session: Reserved for SAS

1.30pm – 2.15pm SGT Sponsor Session: Avaya Confirmed

2.30pm – 3.15pm SGT Panel Discussion: The Drive for Purpose: How to Build Customer Loyalty
(10 minutes speaking each followed by 20 minutes Q&A):

- How to aim to be an organisation that stands for a bigger purpose
- Understanding value specific to that specific customer – how do we measure this?
- What does Customer Experience (CX) look like today in its current state and how are businesses and consumers thinking about CX?
- Utilising Data and Analytics to Provide a Personalized Delivery Experience for Customers

Panellists:

Sandra de Zoysa, Group Chief Customer Officer, **Dialog Axiata PLC**

Uddalak Chatterjee, Vice President and Head Customer Experience, **Bajaj Allianz Life Insurance Co. Ltd**

Emira Oepangat, Head of Live Operations, **Chubb Insurance**

Cynthia Tang, CX Manager, **Sunway Malls**

End of Day 3