



**NEXT GEN
CX**

DAY ONE

4th MAY 2022

8:00	COFFEE & REGISTRATION
8:45	Chair Remarks – Get to know your peers with Chair Opening Remarks and Would You Rather Ice-Breaker Tighe Wall, Chief Digital Officer, Contact Energy
9:00	Special Keynote – Hon Danny Pearson, Minister for Government Services, Parliament of Victoria
9:20	Enterprise-wide CX: How to Harness the Power of your Entire Organisation Driving Employee Experiences Across the Organisation to Support CX Initiatives – Paul Baptist, Senior Director Solution Consulting APJ, ServiceNow
9:50	Voice of the Industry
10:00	Panel Discussion: Building a Customer Demand-Led Approach: Aligning the Business to Vision, Integrity and Customer Promises the Whole Organisation Can Embrace – Moderator: Tighe Wall, Chief Digital Officer, Contact Energy Tina Morrell, General Manager Customer Strategy, NRMA Mike Ainsworth, General Manager Marketing & Customer, Barbeques Galore Todd Stevenson, Chief Customer Officer, Colonial First State Kiri Burgess, Senior CX Consultant, InMoment
10:40	Speed Networking
11:00	Morning Tea & Networking Break
11:30	Interactive Discussion Groups (3 Rounds) - Customer Strategy A: Hootsuite: Closing the Gap Between Social Marketing and Customer Care B: Jade Software: Accelerating Digital Experiences with Technology – Mike Rae Lawrence Williamson Saj Arachchillage C: Khoros: Driving Measurable CX Value to Improve ROI
13:20	Lunch & Networking Break
14:20	Voice of the Industry
14:30	Lifting the Lid on Voice: Creating Immersive and Conversational Experiences by Bringing Voice to Physical Spaces – Russell Murphy, Director Program Delivery – Customer Engagement Integration, Service NSW
15:10	Thought Leadership: Next Gen CX Industry Case Study – Ragy Thomas, Founder, Chairman, CEO, Sprinklr
15:40	Know Your Customer: Unleashing Insights to Use Data-Driven Convenience in Your Battle for the Customer – Jason Bradshaw, Chief Experience and Innovation Officer, CarExpert
16:10	Afternoon Tea & Networking Break
16:40	Panel Discussion: AI and CX: The Balance Between Human and Digital in Disrupting Traditional Models of CX –

Moderator: Michael Dyson, Head of Service Design, NBN

Michael Dart, Executive General Manager, Customer, **Energy QLD**

Fabio Oliveria, National Innovation and Continuous Improvement Manager, **Kmart Australia**

Quinn Chow, Director Aurecon Experience, **Aurecon**

Kevin Wordon, Director of Strategy, APAC, **LivePerson**

17:20 **CONFERENCE DAY 1 CLOSE**

17:30 **Make Experience Flow Networking Party in Expo – sponsored by NICE**

DAY TWO

5th MAY 2022

8:00	COFFEE & REGISTRATION
8:45	Conference Opening Remarks from Chair Tighe Wall, Chief Digital Officer, Contact Energy
9:00	Panel Discussion: Your Customer is Your Channel: Re-evaluating Customer Journeys to Add More Value in Driving Engagement and Harmonised Relationship – Moderator: Michael Dyson, Head of Service Design, NBN Zeena Nauman, Head of Customer Experience, Torrens Connect Greg Curcio, Director Customer and Technology, City of Stonnington Rhys Jamison, General Manager – Business Transformation, Olympus Anne-Laure Saluden, General Manager Customer Experience and Communication, Transdev
9:40	Thought Leadership: Stop Herding Cats – How Customer Architecture Can Align Your Organisation to Your Customer – Briana van Tilburg, Founder and Managing Director, SAGE Design & Advisory
10:10	Panel Discussion: Actions Speak Louder than Words: Harnessing the Power of Predictive Journey Mapping in Getting One Step Ahead of Your Customer – Moderator: Tighe Wall, Chief Digital Officer, Contact Energy Michael Dyson, Head of Service Design, NBN Edwina Morgan, General Manager Customer & Strategy, Salvos Stores
10:50	Morning Tea & Networking Break
11:20	Panel Discussion: Personas and Personalisation: How Can We Prioritise Various Customer Cohorts to Ensure Each Demographic is Targeted Correctly – Moderator: Michael Dyson, Head of Service Design, NBN Airi Sutherland, Head of Marketing, Billini Shoes Gabrielle Dracopoulos, Head of Customer Success & Experience, Intuit Quickbooks Amanda Behre, General Manager – Marketing, HireUp Vida Dhulst, Head of Experience Design, Endeavour X
11:50	Driving Digital and CX in a Rapidly Evolving Ecosystem – Ben Pluznyk, Director & Country Manager, Australia Freshworks
12:20	Panel Discussion: Going from Insight to Foresight: Using the Right Tools to Ensure Clear Execution of Your Strategy for a Culture One Step Ahead of Customer Excitement and Innovation – Moderator: Tighe Wall, Chief Digital Officer, Contact Energy Beth Parkin, Executive Director Service Design and Delivery, Lifeline Australia Jordan Lam, General Manager Operations and Service Delivery, HESTA Campbell Davies, General Manager – Sport & Member Services, Associated Retailers Limited Bronwyn Dodd, Senior Delivery Lead, Strategy and Customer Experience, Coates

12:50	<p>Keynote: Bringing the CX Journey Together: Working from the Goal Backwards to Determine the Key Ingredients That Will Make True CX Happen – Kristie Clarke, Chief Customer Officer, NSW Telco Authority</p>
13:20	Lunch
14:00	<p>Interactive Discussion Groups: Tomorrow's World</p> <p>A: Is gamification the answer? Making future employee training more memorable – Michael Dyson, Head of Service Design, NBN Co</p> <p>B: Automation 3.0: How far can we automate the entire CX function? – Nick May, General Manager Customer Experience, Beyond Bank</p> <p>C: The agent of 2020: How far can we go in automating agent roles within the contact centre? – Lyndon Summers, Product Owner, Chatbots, Open Universities</p> <p>D: Customer Values: How will advocacy, loyalty and spend impact your definition of high value customers? – Leo Gama, Service Design Principal & Chapter Lead, Telstra</p> <p>E: Empathy in CX: Can an authentic customer experience only be delivered by human employees? – Tristan Fardy, Head of Operation and Customer Experience, CarConnect</p>
15:00	CONFERENCE DAY 2 CLOSE