



EUROPE'S #1 UNLEASHING DIGITAL CUSTOMER EXPERIENCE

**NOVEMBER
07 - 08, 2023**

**DE BALIE
AMSTERDAM**



In Collaboration With



WHAT OUR CLIENTS SAY

High Quality of Speakers & Facilitators"

 T-Mobile

"Great Opportunity for Peer-to-Peer learning"

 Booking.com

"It's a very Good Forum to learn, to discuss, to reflect."


European Commission

I'm very pleased with the organization of this, from catering to communication,

 **AMSIB**
Amsterdam School of International Business

"Amazing Agenda & very inspiring Speakers!"

 KLM

"Thought provoking & insightful"

 TUI GROUP

"Great Pleasure to participate at this summit."



"Very honored to be part of this outstanding group of professionals as keynote speakers and talk about what is expected to bring new 2020 in customer experience"


TATA GLOBAL BEVERAGES

"It was a really inspiring day and I got some really useful insights"

 ABN-AMRO

"Excellent Event, Extremely well organized with inspiring speakers and insightful"



"The Engagement from the Audience I really liked!"

 Pfizer

One of the best Events I've participated in!"

 Unilever

"Some Presenters gave me new ideas and brainfood I haven't thought about"

 IKEA

"Very Diverse Insights & Topics"

 adidas

"I loved the event you put on. It wasn't too big and the venue really encouraged conversation and networking"

 Discovery NETWORKS



Introduction

The last decade has seen an explosion of innovative ideas and practices in Digital Customer Experience. At the forefront of these developments has been a greater push and appreciation for the power of Artificial Intelligence, to create better consumer satisfaction and engagement, call centers have given way to bots, consumer identities are being digitised and companies are using these to stay at the forefront of their customers' needs and wants. However, our journey through 2023 have shown us that things are changing yet again: the future of Digital Customer Experience is now taking on a very human aspect. With attention spans decreasing and consumer demands increasing, Digital Customer Experience initiatives must find a way to combine pre-existing channels with the emergence of human creativity and experience.

Summit Themes

- Building a Killer Customer Experience Strategy and the Formula for Building an Award-Winning CX Team
- Creating a Digital Strategy That Prioritises UX Across all Platforms
- Driving Better Customer Experience in the Age of AI
- Making Omnichannel Work
- Increasing Organisational Efficiency by Empowering Customers with Self-Service
- Preventing Customers from Leaving Brands: Improving and Re-inventing Customer Loyalty and Retention with Data-Driven CX Strategies
- Leveraging Insight-Driven Customer Data
- Revolutionising Strategies With The Latest Customer Insights, Trends & Behaviours
- Cutting-Edge AI, Tech & Automation
- Unlocking the Secrets of Customer Engagement through Data-Driven Growth Strategies
- Being More Human in a Digital World
- Personalising CX and Ensuring the Data Protection
- Creating Insight-Driven & Customer-Centric Loyalty & Personalisation
- Curating a Proactive, Customer-led Experience: Customer Journey Orchestration
- Leveling Up The End-To-End Customer Experience
- Unleashing a New Phase of Personalisation and the Benefits of chatGPT
- Building a Strong Customer Culture to Make Customers Structurally Happy and to Make it Easier to Experiment With New Technology
- Injecting More Positivity into Customer Experience and Mindful Approaches
- Empowering Your Front-Line Staff, Increasing Efficiency and Performance of CX
- Creating Brand Authenticity and How Important it is to CX
- Improving CX with generative AI
- Protecting and Enabling the Front Line
- Leadership crisis: we need a new type of leadership to deal with a rapidly changing world and complexity, especially in digital, cx, and innovation.

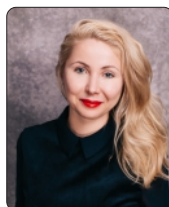


FEATURING SPEAKERS



CHAIRPERSON DAY 1

THOMAS U. HAMELE
 EXECUTIVE PARTNER
BCM
 GERMANY



VICTORIA TWINT
 FOUNDER
GLOBAL EXECUTIVE EVENTS
 NETHERLANDS



CHAIRPERSON DAY 2

JOCHEN TOEPFER
 SVP SERVICES EMEA
ACXIOM
 SWITZERLAND

GLOBAL EXECUTIVE EVENTS

YOUR GMM TO KNOWLEDGE



Christian Osmundsen
 Global Head of
 Customer Experience
DELIVERECT
 Netherlands



Parsia Tayyebi
 Global Head of Digital & CX
E.ON DRIVE
 Netherlands



Kevin Brown
 Head of Digital Engagement,
LEASEPLAN DIGITAL
 Netherlands



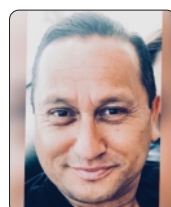
Mahbir Thukral
 Global Innovation
 Activation Marketing Leader,
IFF
 Netherlands



Irina Popova
 Manager Key Relationship
 Management for EMEA & AMER
SEAGATE TECHNOLOGY
 Netherlands



Mark Ashton
 Area Vice President, Solution
 Consulting, CWF, EMEA
SERVICENOW
 United Kingdom



Alain Segond von Banchet
 Senior Account Executive
 Enterprise
ZOOM
 Netherlands



Daniel Ruiz
 Global Innovation
 Activation Marketing Associate
IFF
 Netherlands



Bob Beertema
 Digital Service Experience Manager
PHILIPS
 Netherlands



Heidi Geilke
 Head of Customer & Supplier
 Operations,
ENVILO
 Netherlands



Judit Bogos-Harts
 Product Owner in
 Digital
ADIDAS
 Netherlands



Lorenzo Bronzi
 Digital CX Measurement
ADIDAS
 Netherlands



FEATURING SPEAKERS



Alberto Pasi
Strategic Solutions
Director
GENESYS
Italy



Alexandra da Silva Rodrigues
Strategic Advisor for
Global Contact Centers
RADISSON HOTEL GROUP
Spain



Stuart Dorman
Chief Innovation
Officer
SABIO
United Kingdom



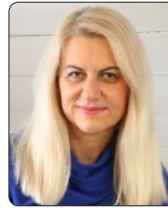
Seline Huisman
Leadership And
Spirituality Coach
Netherlands



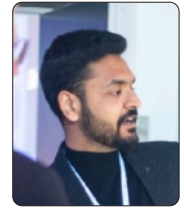
Frederik Van Os
Global Customer
Centricity Manager
THE HEINEKEN COMPANY
Netherlands



Laetitia Grammatico
Director - Customer Engagement
& Care - Digital Platforms
PHILIPS
Netherlands



Liliana Caimacan
Professor of Innovations,
Design Thinking, Marketing,
Strategy, Brand Management,
Research Fellow
**HULT INTERNATIONAL
BUSINESS SCHOOL**
United Kingdom



Shivang Garg
Manager - Solutions
Engineering EU
FRESHWORKS
Netherlands



Nils Maronier
Customer Experience
Transformation Leader
SWIFT
Netherlands



Ratidzo Zvirawa
Senior Group Product
Manager (GPM)
INTERCOM
Netherlands



Meni Dahan
Head of CX & Digital,
Board member
H.Y. GROUP
Israel



Bart Van De Sande
Director of Customer Care,
ABN AMRO BANK N.V.
Netherlands



Robin Wouters
Director, Product
Management & Engineering
FASTNED
Netherlands

#UNLEASHCX
TEN YEARS STRONG



AGENDA | DAY 1 | TUESDAY | 07 NOV 2023

8:30 WELCOME COFFEE AND REGISTRATION

9:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS
 Victoria Twint, Founder, GLOBAL EXECUTIVE EVENTS

9:15 CHAIRPERSON OPENING REMARKS
 Thomas U. Hamеле, Executive Partner, BCM

9:30 OPENING KEYNOTE
THE ULTIMATE CHALLENGE: MAKING CUSTOMERS LOVE AI
 · The learning curve
 · Integrating AI
 · Looking ahead
 Christian Osmundsen, Global Head of Customer Experience, DELIVERECT

10:00 PANEL DISCUSSION
LEADERSHIP CRISIS: WE NEED A NEW TYPE OF LEADERSHIP TO DEAL WITH A RAPIDLY CHANGING WORLD AND COMPLEXITY, ESPECIALLY IN DIGITAL, CX, AND INNOVATION.
 Parsia Tayyebi, Global Head of Digital & CX, E.ON DRIVE
 Kevin Brown, Head of Digital Engagement, LEASEPLAN DIGITAL
 Mahbir Thukral, Global Innovation Activation Marketing Leader, IFF
 Irina Popova, Manager Key Relationship Management for EMEA & AMER, SEAGATE TECHNOLOGY

10:45 NETWORKING COFFEE BREAK

11:15 THE ULTIMATE BRAIN SPA PART 1
 These are participant-led, networking group discussions. The interactive session aims to address the main challenges you are currently facing. We will choose and display 5-10 challenges that were submitted before the summit. Delegates will be split into groups to discuss one challenge each, and a group representative selected will later report the group's key findings to the other delegates.

11:55 EXPERT TALK
CONNECTING PEOPLE DELIVERS CUSTOMER HAPPINESS AT ZOOM
 Mark Ashton, Area Vice President, Solution Consulting, CWF, EMEA, SERVICENOW
 Alain Segond von Banchet, Senior Account Executive Enterprise, ZOOM

12:30 INSIGHT SESSION
DATA-DRIVEN CREATIVITY: UNDERSTANDING CUSTOMER INSIGHTS TO CREATE EXCEPTIONAL DIGITAL EXPERIENCES
 Daniel Ruiz, Global Innovation Activation Marketing Associate, IFF

12:50 LUNCH

13:50 PANEL DISCUSSION
HOW TO INCREASE QUALITY IN CX WHILE TIGHTENING OUR BELTS
 Heidi Gilke, Head of Customer & Supplier Operations, ENVIOLIO
 Bob Beertema, Digital Service Experience Manager, PHILIPS
 Judit Bogos-Harts, Product Owner in Digital, ADIDAS
 Lorenzo Bronzi, Digital CX Measurement, ADIDAS

14:30 EXPERT TALK
ARTIFICIAL INTELLIGENCE FOR A BETTER EXPERIENCE ORCHESTRATION
 Plan your AI powered experience human centric experience project as part of your digital transformation.
 Alberto Pasi, Strategic Solutions Director, GENESYS

15:05 INSIGHT SESSION
UNLEASHING THE POWER OF ATTRACTING, RETAINING AND ENGAGING AGENTS
 · Defining purpose and creating a resilient workforce allows staff to see the future with the business to increase agent retention drastically.
 · Extending your most desirable skill sets, expanding your talent pool, securing top talent with winning employee value propositions
 Alexandra da Silva Rodrigues, Strategic Advisor for Global Contact Centers, RADISSON HOTEL GROUP

15:30 NETWORKING COFFEE BREAK

16:00 EXPERT TALK
PRODUCTIVE CONVERSATIONS - HOW THE LATEST AI AND DIGITAL TECHNOLOGIES SHOULD BE USED TO DRIVE EFFICIENT AND ENGAGING CUSTOMER EXPERIENCES
 · Examples and cases on how to start your AI journey in the contact center
 · Tips on how to make your digital CX more efficient and engaging.
 Stuart Dorman, Chief Innovation Officer, SABIO

16:35 MINDFULNESS WORKSHOP
BRINGING HEARTFULNESS AND MINDFULNESS INTO BUSINESS RELATIONS. HOW CAN YOU MAKE IT HAPPEN IN A SIMPLE WAY?
 Seline Huisman, Leadership and Spirituality Coach

17:15 CLOSING REMARKS FROM THE CHAIRPERSON

17:25 NETWORKING DRINKS RECEPTION



AGENDA | DAY 2 | WEDNESDAY | 08 NOV 2023

8:30 WELCOME COFFEE AND REGISTRATION

9:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS
 Victoria Twint, Founder, GLOBAL EXECUTIVE EVENTS

9:15 OPENING REMARKS FROM THE CHAIRPERSON
 Jochen Toepfer, SVP Services EMEA, ACXION

9:30 OPENING INTERVIEW
 Frederik Van Os, Global Customer Centricity Manager, THE HEINEKEN COMPANY

10:00 PANEL DISCUSSION
UNLEASHING THE POWER OF AI: TRANSFORMING CUSTOMER EXPERIENCES
 Christian Osmundsen, GlobalHead of Customer Experience, DELIVERECT
 Laetitia Grammatico ,Director - Customer Engagement & Care - Digital Platforms, PHILIPS
 Liliانا Caimacan, Professor of Innovations, Design Thinking, Marketing, Strategy, Brand Management; Research Fellow HULT INTERNATIONAL BUSINESS SCHOOL

10:35 NETWORKING COFFEE BREAK

11:05 THE ULTIMATE BRAIN SPA PART 2
 These are participant-led, networking group discussions. The interactive session aims to address the main challenges you are currently facing. We will choose and display 5-10 challenges that were submitted before the summit. Delegates will be split into groups to discuss one challenge each, and a group representative selected will later report the group's key findings to the other delegates.

11:50 EXPERT TALK
THE AI-DRIVEN CUSTOMER SERVICE FUTURE
HOW GENERATIVE AI EMPOWERS CUSTOMER SERVICE TEAMS
 Join us as we discuss:
 · Critical challenges faced by CX leaders, including poor deflection rates, low agent productivity, and hidden support insights.
 · How generative AI can be used to automate self-service across channels, boost team efficiency and optimize support operations.
 · How to get started with generative AI in your organization.
 · What the near-term future holds for AI in CX.
 Shivang Garg, Manager - Solutions Engineering EU, FRESHWORKS

12:25 CASE STUDY
VOC INSIGHTS: B2B AND B2C ARE THEY REALLY THAT DIFFERENT?
 · What sources are we using to understand our customers.
 · How can we make the data work for us and our customer.
 · How can B2B approach learn from B2C and vice versa.
 Nils Maronier, Customer Experience transformation leader, SWIFT

12:55 LUNCH

13:55 EXPERT TALK
BUILDING TOMORROW'S SUPPORT TEAM: A GLIMPSE INTO THE FUTURE
 · How does the role of the 'front' line support person change with AI coming into the picture?
 · How do we determine if customers are happy?
 · What questions do support leaders need to think about?
 Ratidzo Zvirawa, Senior Group Product Manager (GPM), INTERCOM

14:30 INSIGHT SESSION
FROM VISION TO REALITY: EMBEDDING CUSTOMER EXPERIENCE INTO OUR BIG ORGANIZATION
 · The practical steps to a Company-Wide Customer Experience revolution
 · How did we make all the employees understand what customer experience is and make them create experiences for customers on a regular daily basis
 · Make a customer experience using lots of "small fires"
 Meni Dahan , Head of CX & Digital, Board member, H.Y. GROUP

15:00 NETWORKING COFFEE BREAK

15:30 CASE STUDY
HUMAN & TECH IN CUSTOMER CARE: WHAT WILL BE THE PERFECT FUTURE-PROOF MIX?
 Bart Van De Sande, Director of Customer Care, ABN AMRO BANK N.V.

16:00 INSIGHT SESSION
BECOMING THE THOUGHT LEADER IN FAST CHARGING - USING A DIGITAL CUSTOMER EXPERIENCE.
 Fastned is leading the fast-charging industry with doubling numbers year over year, increasing customer demand, and strongest brand preference. How to continue delivering the best charging experience while going through exponential growth? Let's talk scaling through product and technology, value and risk, experimentation, and whether to focus on sweet gummy bears, healthy vitamins, or true painkillers.
 Robin Wouters , Director, Product Management & Engineering, FASTNED

16:25 CHAIRPERSON CLOSING REMARKS

16:35 END OF CONFERENCE



SPEAKER BIOGRAPHIES

Thomas Hamеле, Executive Partner, BCM



Thomas is the Head of Customer Engagement at air up®, a revolutionary scent-based drinking system. He graduated as a media computer scientist and started his career as a Customer Experience Designer at Swisscom Ltd, where he invented and developed user-centered services for consumers and B2B-customers. With his passion and focus for customer experience, he decided to join a Swiss Startup in 2015, where he built up the whole Customer Service and Community Management department. In summer 2020 Thomas joined air up®. Together with his team he is delighting air up's® customers wherever they are and ensuring, that all feedbacks are looped back in the company for a customer-centric product development.

Christian Osmundsen, Global Head of Customer Experience, Deliverect



Customers have been the main focus of his work for many years. Originally a linguist, he has always been passionate about communication across communities where culture, knowledge, perspective, or background varies and sometimes creates difficulties. Working in a truly global SaaS company, these challenges surface every day. It's always challenging, and being in Deliverect has allowed him to work with amazing people who focus on finding scalable solutions for the future. This also means having the right tech stack and great integrations. Finding the sweet spot that gives a great customer experience and low effort, with efficient use of our resources, is what really drives him.

Parsia Tayyebi, Global Head of Digital & CX, E.ON Drive



At the intersection of energy, design, and technology, Parsia has been building digital teams for over a decade. He has worked closely with startups and major energy companies across Europe and has formed partnerships with organizations, including the United Nations. Parsia played a core role in founding a corporate innovation hub and is also the founder of a digital agency. With experience rooted in Amsterdam, Berlin, South Africa, and Tel Aviv, he brings a unique viewpoint to discussions on energy innovation and leadership. He is currently focused on expanding the digital EON Drive business throughout Europe.

Kevin Brown, Head of Digital Engagement, LeasePlan Digital



Kevin Brown, a seasoned digital strategist with a wealth of experience spanning over two decades, currently holds the role of Head of Digital Engagement at LeasePlan Digital. Kevin's area of expertise centers on marketing technology and the seamless integration of digital channels. He has successfully overseen multifaceted teams and possesses a profound understanding of cutting-edge industry software, positioning him as a crucial contributor to digital innovation initiatives.

Mahbir Thukral, Global Innovation Activation Marketing Leader, IFF



At IFF, a leader in Food & Beverage ingredients, Mahbir leads the Global Innovation Activation Marketing team. He is responsible for designing 'phygital' experiences that engage, inspire, and strengthen customer intimacy, while positioning IFF as the industry's Martech trailblazer. No stranger to entrepreneurship, Mahbir also had his own food service business until recently, so he is uniquely positioned and experienced to navigate the complexities of operating in both large multinationals and start-ups. Besides his role in IFF, Mahbir is an experienced public speaker and facilitator known for his on-stage flamboyancy.

Irina Popova, Manager Key Relationship Management for EMEA & AMER, Seagate Technology



Irina is a 30-year veteran at Seagate Technology and has worked across departments and functions from Account Management and Customer Service to Six Sigma, Sales and Marketing, and Sales Operations. A customer success aficionado, Irina is currently the US/EMEA manager in the KRM (Key Relationship Management) team and is building a new process and deployment structure for Key Relationship Management at Seagate.

Mark Ashton, Area Vice President, Solution Consulting, CWF, EMEA, ServiceNow



Mark Ashton is an accomplished Solution Consulting expert, with a stellar 30-year career marked by unwavering drive and a focus on business expansion. With extensive expertise in customer service, business transformation, and a strong emphasis on fostering a people-centered culture, Mark has consistently delivered exceptional results, earning a reputation as a visionary leader in the field.

SPEAKER BIOGRAPHIES

Alain Segond von Banchet, Sr. Account Executive Enterprise, Zoom



Alain has a proven track record as a software sales professional and new business developer with entrepreneurial spirit and wisdom. A real pure sales professional at heart who is deeply passionate about (Retail and Corporate) Enterprise (IT) Industry and supporting customer C-level management teams in their digital and transformational journey. Alain is down to earth, straight forward, transparent and has always a good sense of humor which makes him authentic in private and business life.

Daniel Ruiz, Global Innovation Activation Marketing Associate, IFF



Daniel Ruiz is an experienced professional in the field of innovation-driven marketing. With a master's degree in Information Design, Daniel has a successful career spanning various industries. Currently holding the position of Global Innovation Activation Marketing Associate at IFF, he

collaborates with startups to optimize processes and marketing activations, focusing on fostering innovative solutions and driving transformative change.

Judit Bogos-Harts, Product Owner in Digital, Adidas



Having navigated roles in a large financial services corporation, a fintech startup, and a privately owned holding company, Judit now contributes her expertise to the largest sportswear company in Europe as a product owner in consumer engagement. She is deeply passionate about crafting seamless experiences across online and offline platforms. With a keen eye for detail and a passion for innovative solutions, Judit is dedicated to enhancing customer journeys.

Alberto Pasi, Strategic Solutions Director, Genesys



25+ year of experience in Contact Center solution, works in Genesys since 7 years where he covers different solution lead role in EMEA with a focus on AI and Digital on Genesys Proprietary AI and the strategic partners like Google, Nuance and Microsoft. Prior to Genesys Alberto spent 17 years in

Avaya where he has supported some of the biggest Avaya customer working close with the Avaya Labs and the Emerging Product and Technology team Alberto is based in Italy, married with two kids and enjoys travelling and sport. During the free time he likes playing volleyball, doing trekking and taking pictures, one of his favorite hobbies.

Bob Beertema, Digital Service Experience Manager, Philips



Bob Beertema is a seasoned marketing and digital sales professional who has been active in the B2B service industry for over ten years. First in Telco and IT at KPN and currently engaged in health tech at Philips as the lead for Digital Service Experience.

Focused on creating our next-generation B2B digital customer experience globally and developing new digital services that create customer value by delivering cloud-based usage-data insights to improve business outcomes. As a customer- and result-oriented manager with an entrepreneurial spirit and a background in consulting, he helps companies and teams to grow and move forward. With experience in Sales, Service, e-commerce, Digital, and Marketing, he is passionate about bridging the gap between marketing and sales to drive business results and transform businesses. Driven by creating customer value and always looking to accelerate marketing and sales to create growth.

Heidi Geilke, Head of Customer & Supplier Operations, Enviolo



Born and raised in Germany, Heidi's journey has been a fusion of precision, passion, and purpose. With nine years of unwavering commitment to leading customer service teams, she has embraced the innate German traits of structure and punctuality as a part of my guiding principles in my professional life. Her current role as the Head of Customer and Supplier Operations at Enviolo has been a rewarding journey. Heidi is grateful for the opportunity to have successfully built and optimized three teams within the customer care department. This achievement allowed her to leverage her leadership skills and apply her competence in problem-solving and process optimization to drive efficiency and excellence in their operations.

Lorenzo Bronzi, Digital CX Measurement, Adidas



Lorenzo Bronzi is currently at the helm of the Customer Experience Analytics workstream within Adidas, a role he has passionately embraced for the past three years. With a career spanning esteemed international organizations such as Allianz Insurance, Philips, Tele2, First Data

(now Finserv), Agilent Technologies, and Boston Scientific, Lorenzo's unwavering commitment has always revolved around enhancing customer experience and centrality through both analytical insights and process refinement. Lorenzo is a dedicated family man, cherishing quality time spent with his two beloved children.

SPEAKER BIOGRAPHIES

Alexandra Da Silva Rodrigues, Strategic Advisor for Global Contact Centers, Radisson Hotel Group



Bachelor in Law with more than 20 years of professional experience in Customer Care, Contact Centers and Customer Experience. With a consolidated career as Director of Call Centers inbound & outbound Sales center (medium and large call centers) with experience in different sectors and with an International career both in Europe and South America. Alexandra is used to acting with a high level of autonomy, is very sales-minded, and has a strong business generation focus. Awarded Best Call Center Director in Spain (2012) Her passion and influence help her ability to promote change. Determined, pragmatic, and driven, she ensures things get done with autonomy.

Seline Huisman, Leadership And Spirituality Coach



Seline Huisman, born in 1974, operates as an independent coach and trainer specializing in Leadership and Spirituality. Her primary mission is to empower individuals in shaping their lives and careers in alignment with their most authentic selves. She is dedicated to helping people enhance their leadership by drawing upon their wisdom and compassion, qualities that are crucial in today's world. Seline boasts extensive experience in training and coaching hundreds of individuals, and she employs a diverse range of tools and approaches, including analytical psychology, non-dual coaching and therapy, Rational Emotive Therapy, mindfulness, Eastern philosophy, yoga, breathwork, visualization, integrative intelligence, heart coherence, character structures, and ODC assessment. For further information www.seline.nl.

Jochen Toepfer, Senior Vice President, Services, Acxiom



Jochen Töpfer is SVP of Professional Services EMEA at Acxiom International. Within the context of data-driven solutions in marketing (data, martech and adtech), he is responsible for services ranging from consulting and analytics projects to end-to-end solution integration. Jochen has wide-ranging expertise in business intelligence, data management and analytics as well as customer experience management acquired over his long career at many companies. He has experience in strategy and architecture, business development and sales as well as presales and professional services in complex customer and project environments. He has also written books on data and analytics.

Stuart Dorman, Chief Innovation Officer, Sabio



As Chief Innovation Officer, Stuart's role is to build upon Sabio's innovation culture as well as helping clients to think differently about how they engineer their customer experiences by applying technology, innovation & disruptive thinking. He helps Sabio's clients to utilize technology to enable world class customer experiences across digital & contact center channels. He is acknowledged as an industry thought leader, regularly authoring white papers focused on customer service innovations. Stuart regularly speaks at customer engagement events & serves as a judge for top industry awards across Europe and Asia.

Frederik Van Os, Global Customer Centricity Manager, The Heineken Company



Frederik van Os is a seasoned professional with over a decade of experience in B2B, digital strategy, sales, & trade marketing. Most recently, he held the pivotal role of Global Customer Centricity Manager at Heineken, where he was instrumental in initiating & scaling the global Customer Centricity & Customer Experience (CX) program. A significant part of his mandate involved supporting the digital transformation across the company, ensuring a superior customer experience & establishing a robust CX culture. His career trajectory at Heineken spans various roles, including Data-Driven Sales Deployment Manager & Area Export Manager, showcasing his versatility & ability to drive business growth across different markets with customers.

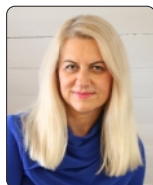
Laetitia Grammatico, Director - Customer Engagement & Care - Digital Platforms, Philips



During her 20+ years in multinational corporations, Laetitia has combined customer obsession with digital technology. She started her career working in the pre-digital days of consumer insights as a call centre interviewer and, from there, always looked for roles that brought her closer to the customer while using the latest technology. In her years at Philips, Laetitia's key achievements have been: successfully supporting the launch of key Philips products like Senseo and Airfryer building the first social media operations, including social listening and social media support working on the first customer-facing bots used by Philips deploying the latest service and marketing CRM tools globally.

SPEAKER BIOGRAPHIES

Liliana Caimacan, Professor of Innovations, Design Thinking, Marketing, Strategy, Brand Management, Hult International



An experienced, international business leader, Liliana has been leading transformational growth across brands and portfolios to drive step changes in business results for over 20 years. She is a leading expert on innovation, communication and business strategy within the CPG and luxury industries,

working with top blue-chip companies. She holds an Executive MBA and is a PhD researcher. With extensive marketing and leadership experience, Liliana has a track record of shaping and unlocking opportunities, accelerating and leading business growth and innovations with her possibility mind-set.

Nils Maronier, Customer Experience transformation leader, SWIFT



Nils Maronier is a visionary leader with 19 years of experience in reshaping customer success and experience. Currently serving as a Customer Experience Transformation Leader, Nils brings the data-driven approach to the table. He is passionate about Customer experience and how to transform

mindset to think not only about expertise but also about Customer success in everything we do. His career includes many customer-facing roles, such as Head of Key Clients EMEA and Global Swift Interface Support, where he managed teams worldwide. He also led EMEA-based consultancy groups & training Services, showcasing his expertise in leadership and innovation.

Meni Dahan, Head of CX & Digital, Board member, H.Y. Group



Meni started his journey in the e-commerce sector in Israel 18 years ago, and in his various positions for many years, he was one of the leaders in this sector. 8 years ago, he started his first steps in the customer experience at H.Y. Group, one of the leading companies in Israel. He started with no budget,

turned over every stone, got into the details of all the processes in the company, & slowly turned H.Y. Group into the most decorated company in Israel in local & international customer experience competitions.

Bart Van De Sande, Director of Customer Care, ABN AMRO Bank N.V.



Bart is married to Sara and they live with their two children in Rotterdam. The city of passion and hard work. Bart loves to innovate with its teams and is a engaging people manager. Happy clients are the main driver for ABN AMRO Bank.

Shivang Garg, Manager - Solutions Engineering EU, Freshworks



Shivang Garg is an accomplished expert in the realm of customer support strategies and transformative digital experiences. With a wealth of experience under his belt, Shivang has consistently shaped the future of customer service for enterprises across the globe, spearheading dynamic

digital transformations that leave a lasting impact. As the Manager of Solutions Engineering, entire EU region at Freshworks, He brings a profound understanding of AI-driven customer service innovations to the forefront. His visionary insights have helped businesses navigate the evolving landscape, guiding them towards success in an era where artificial intelligence reigns supreme. Throughout his illustrious career, He has not only steered companies towards new horizons but has also cultivated untapped markets, showcasing an exceptional ability to pave the way for growth and expansion.

Ratidzo Zvirawa, Senior Group Product Manager (GPM), Intercom



Rati is currently the Senior Group Product Manager (GPM) for the Automation & Reporting Platform Group at Intercom. In this role, she leads a group focused on building automation solutions powered by AI/ML, such as Fin, Intercom's AI bot. Prior to her current role, Rati held various positions within

Intercom, including Group Product Manager and Senior Product Manager. During her tenure, she drove strategy definition and set up teams for successful execution in areas such as reporting, channels, app ecosystems, enterprise workspace management, and Customer Data Platform.

Robin Wouters, Director, Product Management & Engineering, Fastned



Since 2021, Robin Wouters has been director of Product and Engineering at Fastned, the European fast charging company. He leads for delivering the best charging experience through digital product.

From the Fastned app, bringing ease of charging to all EV drivers, to internal product solutions. Robin started developing software when he was 12. In 2015, Robin started at Philips as a Digital Experiment Lead, leading value proposition testing. In 2018, He moved to Swapfiets, heading the Product, Design, and Engineering teams, navigating growth from 3 to 9 countries and an X10 customer base. He earned a Bachelor's in Management and Consumer Studies and a Master's in Management Economics & Consumer studies from Wageningen University & Research, specializing in New Media & Digital Culture at Utrecht University.

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Genesys: Every year, Genesys® orchestrates billions of remarkable customer experiences for organisations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organisations can realise Experience as a Service®, our vision for empathetic customer experiences at scale. With Genesys, organisations have the power to deliver proactive, predictive, and hyper personalised experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine Genesys enables true intimacy at scale to foster customer trust and loyalty.



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For more information, visit <https://www.servicenow.com/solutions/customer-experience.html>.



Klaus: Klaus (klausapp.com) is a quality management solution that helps companies drive revenue through excellent customer service. With Klaus, you can identify gaps in your customer experience before they become a problem. Use AI to pinpoint where agents are falling short and resources are going to waste – then fix what isn't working. Automate quality management and achieve 100% coverage across agents, teams, BPOs, and languages. Collect more customer feedback through a fully customizable AI-powered survey solution. Ultimately, using Klaus reduces churn, boosts CSAT, and results in better consumer reviews. Addressing issues early on is critical for customer satisfaction. Customer service is now a differentiator – optimize your service to attract & retain lifelong customers. It's the only true plug & play solution, offering a wide selection of integrations and instant access to AI-powered insights. We integrate with Salesforce, Zendesk, Intercom, Slack, Genesys and more.



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Acxiom: Acxiom partners with the world's leading brands to create customer intelligence, enabling data-driven marketing experiences that generate value for people and for brands. The experts in identity, the ethical use of data, cloud-first customer data management, and analytics solutions, Acxiom makes the complex marketing ecosystem work, applying customer intelligence wherever brands and customers meet. By helping brands genuinely understand people, Acxiom enables experiences so relevant and respectful, people are willing to explore new brands and stay loyal to those they love. For more than 50 years, Acxiom has improved clients' customer acquisition, growth, and retention. With locations in the US, UK, China, Poland, and Germany, Acxiom is a registered trademark of Acxiom LLC and is part of The Interpublic Group of Companies, Inc. (IPG). For more information, visit: www.Acxiom.com.



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