

# CUSTOMER EXPERIENCE SUMMIT NSW

TURNING TRANSACTIONS INTO EXPERIENCES

THURSDAY APRIL 4TH, 2024

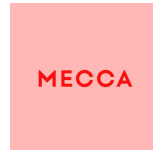
DOLTONE HOUSE - HYDE PARK  
SYDNEY NSW



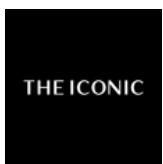
## SPEAKERS



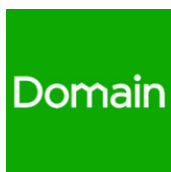
Michael Dominish  
Head of Customer Experience



Emma Stapleton  
Head of Customer Support



Krista Wright  
Director - Insights and  
Customer Engagement



Gab Juel  
Director - Customer  
Experience Operations



Stevie-Ann Dovico  
Chief Information Officer



Ben Coughlin  
Chief Customer Operations  
Officer

## KEY TOPICS

- Engaging cross-functional teams for enhanced CX
- Using customer data for storytelling to communicate CX
- Crafting compelling journeys through generative AI
- Anticipate customer needs and proactively address issues

## WHO WILL ATTEND?

- Chiefs/Heads/GMs of:
- Customer Experience
  - Digital Experience
  - Personalisation
  - CX Technology
  - Customer Insight & Analytics
  - Product

# SUMMIT AGENDA

THURSDAY APRIL 4TH, 2024

## 8:30 REGISTRATION, COFFEE & NETWORKING

### 9:00 WELCOME REMARKS

From Chairperson



#### 9:10 ATTENDEE SPOTLIGHT

Identifying your biggest challenge for CX success

### 9:40 PANEL DISCUSSION: ENGAGING CROSS-FUNCTIONAL TEAMS FOR ENHANCED CUSTOMER EXPERIENCE

- Breaking down silos to encourage collaboration
- Ensuring seamless CX across all touchpoints
- The impact of creating a customer centric culture

**Stevie-Ann Dovico**, Chief Information Officer, Beyond Bank Australia

**Joana Feiteira**, GM Customer Experience & Communications, Transdev Sydney Ferries

**Emma Stapleton**, Head of Customer Support, MECCA

Moderator: **Yvette Littlejohn**, Head of Customer Engagement, CommSec

## 10:20 SPEED NETWORKING

### 10:30 MORNING TEA



#### 11:00 SPOTLIGHT SCENARIO

Building a world-leading CX company

### 11:30 PANEL DISCUSSION: BRIDGING THE GAP BETWEEN INSIGHTS ACROSS MULTIPLE CHANNELS TO DRIVE CONSISTENCY

- Using customer data for storytelling to communicate CX
- Providing a fair value exchange to customers in exchange for their data
- The importance of real-time data analysis and how it enables businesses to respond to customer needs

**Krista Wright**, Director - Insights and Customer Engagement, The Iconic

**Rowena Samaraweera**, Head of Customer Experience Design, Auto & General

**Josh Isben**, Head of Customer & Strategic Insights, Sydney Water

**Gab Juel**, Director - Customer Experience Operations, Domain

Moderator: **Erin Turner**, Director - Customer Experience Design, Optus

## 12:10 LUNCH & NETWORKING



### 1:00 INTERACTIVE WORKSHOPS

- Enhancing customer service and support options through AI and chatbots
- Simplifying and Maximizing Business Benefits from Unstructured CX Data
- Achieving personalisation at scale: Crafting strategies for success with insights from 40+ CX leaders
- How to do more with less: Building sustainable and scalable long-term CX strategies
- Encouraging consistency and integration across your CX channels
- Building loyalty through face-to-face customer experience

### 1:40 PANEL DISCUSSION: REVOLUTIONISING CX WITH GENERATIVE AI - FRIEND OR FOE?

- Providing customers with more relevant and engaging experiences
- Automate personalised touch-points through consistent and high-quality flow of content
- Anticipate customer needs and proactively address issues

**Ben Coughlin**, Chief Customer Operations Officer, Webjet  
**Taimoor Khan**, Director of Customer Experience, madpaws

**Rohit Lakhota**, General Manager - Customer & Channel AI, Telstra

Moderator: **Ben Hancock**, Manager ANZ, NICE

## 2:20 AFTERNOON TEA & NETWORKING

### 2:30 KEYNOTE: SERVING CONSISTENCY: THE GOLDEN ARCHES OF CUSTOMER EXPERIENCE

**Michael Dominish**, Head of Customer Experience, McDonald's

## 3:00 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

## 4:10 EVENT END