

# CUSTOMER EXPERIENCE SUMMIT VIC

UNPACKING THE INNOVATION PATHWAY TO ENRICHED & CUSTOMISED CX

THURSDAY 10TH OCTOBER 2024  
METROPOLIS EVENTS,  
MELBOURNE



## SPEAKERS



DARIO ORSINI  
General Manager



DEIRDRE BOYLE  
Chief Customer Officer



NICK CLARKE  
Head of Customer Insights



SONIA DANIELEWSKI  
General Manager - Customer Strategy



MATT SARACENI  
Head of Digital



ANDREW HARRSION  
Director of Customer Experience

## KEY TOPICS

- Demystifying CX Value: Turning Customer Experience into ROI for Leadership Buy-In
- Practical AI Integration: Where and How Does it Fit Your Customer Journey
- Humanising Digital Platforms: The Convergence of In-Person & Online Experience

## WHO WILL ATTEND?

- Chief Customer Officer
- Heads of Customer Experience / Strategy
- Heads of Digital Experience
- Heads of Customer Insight & Analytics
- Heads of Personalisation
- Heads of CX Technology

# SUMMIT AGENDA

THURSDAY 10TH OCTOBER

## 8:30 REGISTRATION, COFFEE & NETWORKING

## 9:00 WELCOME REMARKS FROM CHAIRPERSON

### 9:20 PANEL DISCUSSION: DEMYSTIFYING CX VALUE: TURNING CUSTOMER EXPERIENCE INTO ROI FOR LEADERSHIP BUY-IN

- Translating CX value to ROI metrics and leadership language
- Strategies to achieve company-wide customer centricity
- Beyond NPS: expanding data collection & analysis for a single view of customer journey

**Deirdre Boyle**, Chief Customer Officer, Flybuys

**Dario Orsini**, General Manager, The Ritz-Carlton, Perth (virtual)

**Sonia Danielewski**, General Manager - Customer Strategy, Bupa

**Leigh Barnes**, Chief Customer Officer, Intrepid Travel

Moderator: **Monique Bate**, Head of Member Experience, ANZ

### 10:00 PRESENTATION: BUILDING BETTER CUSTOMER ENGAGEMENT THROUGH DATA & INNOVATION

**Mark Drasutis**, Head of Value APJ, Amplitude

## 10:30 MORNING TEA & NETWORKING



### 11:00 CUSTOMER EXPERIENCE SIMULATION

Fostering critical thinking & team collaboration

### 11:20 PANEL DISCUSSION: PRACTICAL AI INTEGRATION: WHERE AND HOW DOES IT FIT IN YOUR CUSTOMER JOURNEY?

- Exploring the versatility of AI's CX plug-ins
- Strategising where to embed AI tools into customer journey
- Conducting effective cost-benefit analysis of AI investments
- CX from within: Internal use of AI for improved data analysis and employee knowledge access

**Peter Caddy**, Head of Digital - Ventures & Amplar Health, Medibank

**John Lazzara**, Head of Digital Experience Design, Telstra

**Jason Smith**, Director of Customer Experience

(streaming), Foxtel Group

**Nick Clarke**, Head of Customer Insights, Cathay Pacific (virtual)

Moderator: **Ben Hancock**, Manager - Digital, Analytics & AI, NICE

### 12:00 PRESENTATION: BUILDING A COMMERCIAL & COMPETITIVE ADVANTAGE THROUGH CX

**George Bej**, Executive Director, Strativity

## 12:30 LUNCH & NETWORKING

### 1:20 PANEL DISCUSSION: HUMANISING DIGITAL PLATFORMS: THE CONVERGENCE OF IN-PERSON & ONLINE EXPERIENCE

- The art of incorporating human touch in self-service technology
- Digital communication of culture, values, & on-site experience to virtually connect with customers
- Customising tools and trends to maintain competitive edge and loyalty

**Andrew Harrison**, Director of Customer Experience, NAB

**Roe Baluyut**, Group Head of CX & Innovation, Crown Resorts

**Matt Saraceni**, Head of Digital Products, AFL

**Kim Berkers**, Executive Director, Destination & Audience, Arts Centre Melbourne

**Kurt Ingwersen**, Design Manager, McMillan Shakespeare

Moderator: **Ozaif Ibrahim**, Partner - Experience Design, Bound

### 2:00 PRESENTATION: THE ROADMAP TO AI READINESS - PROVING VALUE AT EACH STEP

**Kevin Nugegoda**, Head of Solution Architecture, The Lumery, part of Accenture Song

## 2:30 AFTERNOON TEA & NETWORKING



### 2:50 KEYNOTE FIRESIDE CHAT:

THE ROLE OF EVENTS & SPORTS IN BUILDING A CUSTOMER-CENTRIC CULTURE

**Karen Clydesdale**, Head of Customer Experience & Customer Relationship Management, Tennis Australia

**Katrina Haby**, Director of Customer Experience, Melbourne & Olympic Parks

## 3:20 CLOSING REMARKS

## 3:30 NETWORKING DRINKS

## 4:30 EVENT ENDS