

* ISG[®] Xperience Summit

May 15 & 16, 2023
San Francisco



Transform Experience.

A whole new ballgame.

When we started this event series on experience five years ago, little did we know that via a pandemic, the entire subject would get turned on its head! We've all heard the trite phrase 'the new normal', but what does it mean and what do we do about it?

The 5th annual ISG Xperience Summit will be an intimate setting to hear from ISG and industry experts with insightful and practical advice on designing winning experiences. Expectations have gone through the roof – so join us in exploring how emerging technologies and advanced strategies are helping organizations respond to our post-pandemic world.

What You'll Discover

You'll develop new understandings—and valuable professional connections—in four areas:

A major league baseball technology executive explains how to keep fans engaged regardless of wins and losses on the field.

How to balance the increased tension between the desire to interact with humans, and sometimes even in-person – with the benefits and efficiency of intelligent automation. Do you have to pick a side?

With the drive to be on cloud which has made us awash in data, how can you create a data-first culture without losing the customer-first culture? Who's on first?.

In all of this, don't leave out your most important stakeholder, your own employee's experience. Learn the hits, foul balls and strikes about how your EX has direct impacts on your CX.

Meet the Speakers



Christie Apodaca

Principal,
ISG



Susshruth Apshankar

Solution Leader,
Analytics,
ISG



Shafqat Azim

Partner - Lead Americas
Digital Transformation,
ISG



Mike Bentley

Senior Partner, VP,
IBM



John Boccuzzi Jr

Partner & President ISG
Research,
ISG



Wayne Butterfield

Partner - Contact Center
Transformation,
ISG



Paul Cook

President and CEO,
CoastHills Credit Union



Deb Ermiger

VP, Digital Engagement,
Aflac



Alex Genov

Head of Marketing Insights
and Customer Research,
Zappos

Meet the Speakers



Logan Havern

CEO,
Datalogz



Bernie Hoecker

Partner,
ISG



Prashant Kelker

Chief Strategy Officer & Partner/
Lead - Americas Consulting,
ISG



Shriram Natarajan

Director,
ISG



Denise Pearl

Global ISV Lead,
Sustainability,
Google



Sunder Pillai

Director and Practice Leader
Retail, CPG and Enterprise,
ISG



Rahul Khatod

Transformation and
Self-Leadership Coach,
Genentech Inc.



Shruti Khatod

VP, Growth Marketing,
Nutrafol



Olga Kupriyanova

Principal Consultant,
ISG



Raj Rege

Executive Director - Supply
Chain Strategy and Solutions,
Comcast



Kathy Rudy

CDAO,
ISG



Sahil Sabharwal

VP ENTERPRISE DATA
PLATFORMS,
American Express



Elizabeth Megathlin

MD Engineering,
Alaska Airlines



Wayne Morris

SVP, Strategy - Customer
Experience Practice Leader,
Material+



Hardy Myers

SVP, Global
Partnerships,
Cognigy



Pratibha Salwan

Director & Practice
Leader TTHL,
ISG



Amarah Sandberg

Chief Sales Officer,
Pypestream



Bill Schlough

SVP & Chief Information
Officer,
San Francisco Giants

Meet the Speakers



Urvashi Sheth

Chief Customer Officer,
Intermedia



Ashmeet Sidana

Chief Engineer,
Engineering Capital



Anshuman Singh

SVP, Head of Interactive
Business,
LTIMindtree



Sachin Smotra

CEO,
Dataworkz Inc



Beth Thomas

Partner,
ISG



Xiuzhen(Flora) Zhang

Global head of
Customer experience,
Trip.com

Summit Agenda

Day 01 - Monday, 15 May 2023

12:25 - 13:25
Registration & Light Lunch

13:30 - 13:40
Chairman's Welcome



Susshruth Apshankar
ISG

13:40 - 14:00
ISG Predicts: Technology Transformation & Customer Experience - Aligning for Success

Phrases such as contactless, seamless, hyper-personalization have become ubiquitous as customers continue to demand deeply personalized engagements and want to buy from brands that match their values. Technology transformation is critical in delivering a winning customer experience (CX) approach.

In this session, we'll address emerging technology and business megatrends that define the next era of CX including:

- The impact CX is having on the technology landscape including legacy modernization, ESG programs, industrializing connected ecosystems and supply chain resiliency.
- The role of cost optimization in delivering operational efficiency and value realization
- The consumer expectations that are driving new technology outcomes



Pratibha Salwan
ISG

14:05 - **KEYNOTE: The Fan Experience “A Whole New Ballgame”**
14:35

The San Francisco Giants strive to be champions, on and off the field. And championships on the field almost always translate to butts in the seats. But you can't always control the wins and the losses. So how do you keep fans (i.e. customers) engaged when the quality of the product isn't always championship caliber?

Join Bill Schlough, Senior Vice President and CIO of the San Francisco Giants, in this keynote session to hear the Giants' story.



Bill Schlough
San Francisco Giants

14:40 - **INDUSTRY SPOTLIGHT FIRESIDE CHAT: Navigating Transformative CX Technology**
15:10

Join us for this fireside chat to understand the enterprise CX stack and how it can help you achieve differentiation amid the generative AI arms race. We will discuss some common pitfalls in CX rollouts and how to avoid them. We will touch upon existing and emerging classes of customers and how to cater to their experiences with your platforms. As with everything, customer experience must be secure, cost effective, ensure privacy, and be adaptive. We will explore how to balance out investments across these concerns and how an early-stage Silicon Valley investor navigates these decisions.



Bernie Hoecker
ISG



Ashmeet Sidana
Engineering Capital



Prashant Kelker
ISG

15:10 - **Networking Break & Innovation Labs**

15:30

These sessions provide hands-on demonstrations of innovative and cutting-edge technologies that are helping to shape the future of business.

15:30 - **ISG INSIGHTS: Humanizing and Managing Customers**
15:45 **Digital Experience Expectations**

Digital experiences continue to account for far more service interactions now than in the past. To meet and exceed expectations companies have embarked on Digital transformation journey however Digital transformation alone does not guarantee exceptional customer digital experience

We continue to see that enterprises who have an emotional connection with customers by being fully engaged are successful not only in improving revenue but also build better relationship with their customers.

In this session, we will focus on

- Key Drivers of Customer Experience
- Unique Customer Experience Challenges
- Ways to Humanize Customer Experience
- Exceed Customer Experience Expectations



Sunder Pillai
ISG

15:50 - **PANEL: How to put the Human into Your Digital Experience (at least when it's needed)**
16:20

The Pandemic placed unanticipated demands of providing contactless and seamless experiences to customers as they traverse through their journey with a brand. Many of these journeys had to move from a physical to a digital experience, but what did we

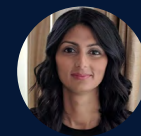
lose out on when this happened, and how are organizations coping with a lighter touch on the physical side? How do we humanize our digital experiences, to ensure that we can still build loyalty, through moments of brilliance and ensure we succeed in a new digital ecosystem of capabilities.



Wayne Butterfield
ISG



Deb Ermiger
Aflac



Shruti Khatod
Nutrafol



Hardy Myers
Cognigy

16:25 - 16:55 **Unleashing the Power of Digital Transformation: Intermedia's Customer Experience Success Story for the Post-COVID World**

Join us for an exclusive deep dive into Intermedia's proven track record of delivering seamless customer experience to its clients. From the initial sales cycle to post-sales support, discover how Intermedia defines, prioritizes and tracks its customer experience journey. Our speaker will reveal how Intermedia has adapted to the new post-COVID landscape and pushed the envelope of customer experience with emerging technologies and robust processes. Don't miss this opportunity to stay ahead of the curve and take your business to the next level.



Urvashi Sheth
Intermedia

17:00 - 17:40 **ISG Startup Challenge**

Entrepreneurs behind innovative solutions will each present pitches on why their technology is best and how it will add the most value to business. After some tough questions from our judges, the audience

will have their chance to vote on which technology they are more likely to implement within their own organizations. Who should win this startup challenge?



Sachin Smotra
Dataworkz Inc



Logan Havern
Datalogz



Christie Apodaca
ISG



Amora Sandberg
Pypestream



Beth Thomas
ISG



John Boccuzzi Jr
ISG

17:45 - 17:55 **Chairman's Close Day 1**

Unwind with light fare and drinks as we conclude the day's sessions.



Susshruth Apshankar
ISG



Pratibha Salwan
ISG

17:55 - 19:30 **Welcome Reception**

Day 02 - Tuesday, 16 May 2022

08:00 - 09:10 **Registration & Breakfast**

09:15 - 09:25 **Chairman's Welcome**



Pratibha Salwan
ISG



Susshruth Apshankar
ISG

09:25 - **ISG Predicts: Data & CEX, a successful marriage (or partnership?)**
09:35

The pandemic affected a quantum jump in the way enterprises operated. The last three years transformed remote working and redefined what is expected by customer and employee experiences. As part of this sudden change, the vast majority of enterprises successfully placed much of their applications and infrastructure in some form of cloud. As a consequence, the amount of data to be managed increased exponentially. Paramount in today's new reality, enterprises must build seamless integration of data and human experience using technology. ISG expects topics like Data+CEX, consumer-centric AI ladder, sentiment AI, data concierge, human-data interface and leveraging the data capital to be critical to success as we begin planning for 2024.



Susshruth Apshankar
ISG

09:40 - **KEYNOTE PRESENTATION: Giving Customers a Voice in a World Full of Numbers**
10:10

The fascination with big data, statistical averages, and algorithms is in opposition to the quest to cultivate lasting customer loyalty based on positive emotional experiences, creating inherent tension. This tension needs to be resolved by any business which wants to win the hearts and minds of the customers of today and tomorrow. You need to treat customers as people instead of just numbers.



Alex Genov
Zappos

10:15 - **ISG Insights: Designing Experiences for an Emerging User Base**
10:30

Increasingly, internal and external customers are becoming more digitally savvy and technically proficient. They are also wearing the badges of platform participant, citizen data scientist, developer etc. We need to provide for typical CX expectations and layer on innovative approaches to include the following:

- Platform experience best practices to effectively build network effects
- Harnessing and nurturing developers using best in class interactions
- Privacy, Security, and Governance



Shiram Natarajan
ISG

10:30 - **Networking Break & Innovation Labs**
11:00

"These sessions provide hands-on demonstrations of innovative and cutting-edge technologies that are helping to shape the future of business.

11:00 - **PANEL: Driving Brand Loyalty and Trust through Customer-centric Ecosystems**
11:30

Digitization has enabled customer ecosystems that intrinsically drive brand loyalty and engagement. While these ecosystems are designed to inform behavior, preferences, and the customer journey, the real value is in leveraging them to increase trust and drive brand loyalty. Achieving such an ecosystem requires safe and consistent customer experiences, as well as a unique approach that sets your brand apart. In this panel, we dive into how organizations are achieving such winning customer ecosystems.



Christie Apodaca
ISG



Sahil Sabharwal
American Express



Elizabeth Megathlin
Alaska Airlines



Anshuman Singh
LTIMindtree



Xiuzhen(Flora) Zhang
Trip.com

11:35 - 12:05 From Watson to GPT-3.5: How Generative AI is Bringing the IBM Spirit of Innovation to the Employee and Customer Experience

IBM has a long and storied history of innovation in the field of artificial intelligence, from the earliest days of Watson to the cutting-edge developments in generative AI today. In this presentation, we will explore the ways in which IBM's history of AI innovation has led us to the forefront of the generative AI revolution, and the impact that this technology is having on the employee and customer experience. We will discuss the practical applications of generative AI in enhancing customer service, streamlining internal processes, and empowering employees to be more creative and productive. We will also examine the ethical considerations and potential pitfalls of using generative AI in the workplace, and how IBM is addressing these issues.



Mike Bentley
IBM

12:05 - 13:10 Lunch

13:10 - 13:30 ISG Insights: Is technology the answer to my ESG strategy?

How can brands operationalize their ESG strategy effectively by leveraging technology to reduce carbon footprint, enhance operational efficiencies and increase top line. Walk away with an understanding of today's automation and how it can quickly bring significant value to your organization.



Kathy Rudy
ISG

13:35 - 14:05 PANEL: Killing Two Birds with one stone – Achieving Operational excellence and meeting Sustainability goals through a Smart, Intelligent and Connected Business Value Chain.

ESG has taken centerstage, not just due to regulations and compliance but also due to customer expectations. Customers want to buy from brands whose values reflect their own - carbon footprint reduction, DEI and modern slavery. As brands start looking at engaging with their customers, providing that experience responsibly and sustainably will be the next bastion of meaningful engagement. How can organizations drive multiple outcomes from their ESG programs even as they adapt to the customer demands in this area?



Shafqat Azim
ISG



Denise Pearl
Google



Raj Rege
Comcast



Kathy Rudy
ISG

14:10 - 14:30 ISG Insight: An Inside Out Approach to Increasing Your Customer's Marketshare

- Learn the good, the bad and the ugly about how your EX has direct impacts on your CX
- Share tips and tricks on not only how to enhance BOTH your EX and CX but also retain your TOP talent and customers
- Hear meaningful story-telling with FACTS



Beth Thomas
ISG

14:35 - 15:05 PANEL: Seduce Your Customers: How Employee Experience Can Be Your Biggest Differentiator.

The Customer Experience starts with the Employee Experience. This panel will discuss why Employee Experience, Acquisition and Retention are critical when designing Exceptional Customer Experiences. Even with AI and bots exceptional employees are required to maintain and build exceptional customer experiences. But what really is "EX"? How do you qualify and quantify EX? What does the ultra-senior CX leader do, and more importantly, NOT do to cultivate and manage a successful EX strategy?



John Boccuzzi Jr
ISG



Rahul Khatod
Genentech Inc.



Paul Cook
CoastHills Credit Union



Beth Thomas
ISG

15:10 - 16:10 Turning Notes into Actions: Design Thinking

Many conferences and summits are good networking events, this session however will turn information into action. Through a moderated design thinking workshop, ISG will lead the event through

a session where every attendee can leave with actionable outputs customized to your own organization. Using a mass customized approach, we will walk through a co-creation methodology where you will translate what you've seen, heard and experienced into something real for your organization to make real change.



Olga Kupriyanova
ISG

16:15 - 17:15 Closing Reception

Meet Our Partners



COGNIGY



Xebia



pypestream

CIOINSIGHTS
Insights From Technology Leaders

CIOReview



TBM COUNCIL

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