

* ISG[®] Xperience Summit

March 18 & 19, 2024
New York, NY



Total Experience: Reimagined

The only thing moving faster than technology is technology consumers. And keeping up can make or break your business.

But adapting to customer needs is a moving target. How do you create memorable moments that nurture lasting relationships when customers needs are constantly changing? Providing exceptional end-to-end experiences is no longer an option - it's imperative.

Join us on March 18 - 19, 2024, in New York City to explore the latest CX and EX trends and take home an action plan to turn your organization into a customer-first enterprise.

Explore our Conference Themes

The Leading Edge: AI-enabled CX

AI-driven transformation isn't a promise for tomorrow, it's today's reality. Organizations are using AI to improve experiences, increase efficiency in operations that can be easily scaled and enhance personalization. But applying AI in real life comes with some challenges.

We'll explore how to build empathy into your AI strategy and identify and prepare for the pain points you need to consider before implementing AI at scale.

Take Flight: Technology That Transforms

It's no secret that technology is the driving force behind transforming customer convenience and engagement. Selecting the right tools will help you secure and retain your customer base, adapt to fluctuating demand and scale your operations.

We'll show you how to select the right technologies for your customer experience strategy and how to efficiently integrate them into your existing tech stack to create a secure, intelligent and connected experience for your customers.

Seamless Synergy: Hybrid CX & Omnichannel Strategies

Three quarters of consumers expect a fusion of physical and digital channels. This requires data-driven, hyper-personalized experiences that are tailored to an individual's preferences and predicts their next move.

We'll show you what it takes to execute a hybrid CX strategy across every touchpoint.

Employee Experience: The Catalyst for CX Excellence

Three quarters of consumers expect a fusion of physical and digital channels. This requires data-driven, hyper-personalized experiences that are tailored to an individual's preferences and predicts their next move.

We'll show you what it takes to execute a hybrid CX strategy across every touchpoint.

Meet the Speakers



Gabriel Bridger

VP, Marketing,
PBS



Drew Lesicko

VP, Product and
Technology,
SoulCycle, Inc



Sam Stern

Senior Manager, CX,
LinkedIn



Anshul Sheopuri

Senior Vice President, People
Operations and Insights,
Mastercard



Alex Misiaszek

SVP, Director of NLU &
Emerging Experiences,
Truist



Stephen Framil

Corporate Global Head
of Accessibility,
Merck & Co., Inc.



Leonard Green

VP of Customer
Success (Sales Tech),
Northwestern Mutual



Mohit Bhat

VP of Customer
Solutions & Innovation,
CN



Curt Persaud

AVP, IT Guest
Technology,
Carnival Cruise Line

Meet the Speakers



A'Keela Johnson

Director of Procurement -
G&A/IT,
Molson-Coors Beverage Co.



Nipun Joshi

Senior Director, Product
Management
Fareportal (CheapOair.com)



Nora Osman

CEO,
Norvana



Stacy Sherman

Founder / Chief
Experience Officer,
Doing CX RightCo.



Robert Bradshaw

President,
WiserOwl, LLC



Kausar Mukadam

Software Engineer,
Ema.co



Sandy Yu

Growth Executive,
Revenue Retention
Advisors, LLC



Dennis Wakabayashi

The Global Voice of CX



Gabriel Bridger

Global Head of Design
& Strategy,
Rightpoint



Protik Mukhopadhyay

Chief Operating Officer,
Protecto.ai



Keith Dawson

Research Director,
ISG



Kathy Rudy

CDAO,
ISG



Anu Sachdeva

SVP , Global Serviceline
and Solutions Leader,
Genpact



Jaime Lightfoot

Capgemini



Hardy Myers

SVP, Global
Partnerships,
Cognigy



Wayne Butterfield

Partner - Contact
Center Transformation,
ISG



Stacey Cadigan

Partner,
ISG



Tracy Lipasek

Partner,
ISG

Meet the Speakers



Dee Anthony

Director,
ISG



Pratibha Salwan

Director & Practice
Leader TTHL,
ISG



Sunder Pillai

Director and Practice Leader
Retail, CPG and Enterprise,
ISG



Anay Nawathe

Director, Cloud Lead,
ISG



Shafqat Azim

Partner - Lead Americas
Digital Transformation,
ISG



Beth Thomas

Partner,
ISG



Veronica Mathers

Director - Enterprise
Change,
ISG

Summit Agenda

Day 01 - Monday, 18 March 2024

12:30 - Registration & Light Lunch

13:30

Register, connect, and grab a bite with fellow peers.

13:30 - Chairman's Welcome

13:40

Join our conference chair for an inspiring welcome, as we kick off two days of innovation and collaboration.



Keith Dawson

ISG

13:40 - ISG PREDICTS: The Future of Customer Experience

14:00

Join our conference chair for an inspiring welcome, as we kick off two days of innovation and collaboration.

Join us as we explore what lies ahead in customer experience, where innovation is poised to shatter boundaries and redefine success.

The future promises extraordinary developments, from cutting-edge technologies to pioneering applications that will shape the customer journey like never before. In this session, we take a bird's eye view to uncover how businesses are using AI, AR, VR, and other next-gen tools to enhance customer interactions, build loyalty, and drive transformative results. We set your course for the future and ensure your organization is prepared to meet the evolving expectations of customers. The customer experience of tomorrow starts here.



Sunder Pillai

ISG

14:05 - 14:25 - **FEATURED PRESENTATION: From Reactive to Proactive - Harnessing the Power of Omnichannel Analytics**

In a rapidly evolving digital landscape, where consumer behaviors and preferences are constantly shifting, businesses are at a pivotal crossroads. The era of reactive responses to customer interactions is waning, giving way to a new paradigm of proactive engagement and personalized experiences. This transformation is made possible through the strategic integration of omnichannel analytics. The following session will delve into the profound benefits of transitioning from reactive to proactive customer engagement and explore how omnichannel analytics stands at the forefront of this transformative journey. We cover how the omnichannel approach enables businesses to gain a better understanding of their customers across various touchpoints, ultimately allowing them to predict needs, identify opportunities, and tailor experiences like never before. Empower your business to not only exceed expectations but pioneer the future of CX.



Shafqat Azim
ISG

14:25 - 14:45 - **Networking Break**

Stretch your legs, mingle and grab a refreshment on ISG!

14:45 - 15:00 - **ISG INSIGHTS: AI's Quantum Leap - CX Reimagined**

AI isn't just a buzzword but a transformative force, poised to touch every industry and redefine business as we know it. It's a seismic shift emerging as the key orchestrator, shattering traditional silos and propelling organizations toward customer-centric structures. The following session delves deep into the core of AI's transformative power and its far-reaching impact. We explore how big data and predictive analytics, AI-powered chatbots, AR/VR, deep learning, and

neural networks join forces to empower businesses to anticipate customer needs and deliver truly exceptional services. But the AI-driven transformation isn't a promise for tomorrow; it's today's reality. The question is not whether you can afford to embrace this change but whether you can afford not to. Together, we'll harness the full potential of AI to reshape the future of your business.



Tracy Lipasek
ISG

15:05 - 15:40 - **PANEL: How Human Can AI Really Make our Digital Experiences?**

"In the age of AI, customers don't want to convert on your website; they want to converse with you." AI has brought transformative capabilities, but it often falls short in one critical aspect – the human touch. When cold responses and impersonal interactions threaten to hinder rather than help, it's time to emphasize human empathy in the design of AI applications. In this session, we dive into the critical need to bridge the AI gap, recognizing that empathy is the missing link in delivering truly transformative experiences. We guide you on a journey to create more empathetic and impactful customer interactions, achieved through the responsible human-driven AI. The result? Elevated trust and engagement, charting a course towards a brighter, more connected future.



Sam Stern
LinkedIn



Leonard Green
Northwestern Mutual



Mohit Bhat
CN



Wayne Butterfield
ISG

15:45 - 16:15 - **FEATURED PRESENTATION: Leveraging GenAI and Automation for Enhanced VoC**

Voice of the Customer is your compass for operational excellence, providing deep insights into customer preferences and feedback to drive business improvements. To soar beyond your competition, you must unshackle the raw potential of GenAI and automation. In the following session, we unravel the three pillars of VoC supremacy:

- Uncovering priceless customer insights through GenAI
- Orchestrating precise and timely responses through automation
- Mastering ethical data collection while nurturing the human connection

We equip you with the tools and wisdom to achieve operational excellence and turbocharge your VoC strategy in today's customer-centric world.



Nora Osman
Norvana



Wayne Butterfield
ISG

16:20 - 17:00 - **ISG Startup Challenge**

Visionary entrepreneurs will take the stage to showcase their innovative solutions, delivering pitches on why their technology is best and how it will add the most value to businesses today. Following 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 will emerge victorious in this startup challenge?



Stacy Sherman
Doing CX Right



Robert Bradshaw
WiserOwl, LLC



Protik Mukhopadhyay
Protecto.ai



Kausar Mukadam
Ema.co

17:00 - 17:10 - **Chairman's Close**

Conclude the day with the chairman's recap and closing remarks, setting the stage for an exciting day two!



Keith Dawson
ISG

17:10 - 18:15 - **Welcome Reception**

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

Day 02 - Tuesday, 19 March 2024

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

Start your day off right with a tasty breakfast to fuel both your body and your mind!

09:00 - 09:10 - **Chairman's Welcome**

Welcome to Day 2 as our chairman sets the tone for another day of insights, collaboration, and inspiration.



Keith Dawson
ISG

09:10 - 09:40 - **ISG PREDICTS: Future-Proofing Your CX Strategy**

A forward-thinking customer experience strategy is the key to success – and it needs to be more than just adaptable; it must be future-proofed. To ensure your business thrives, not merely survives, we provide you with the blueprint for navigating the unprecedented CX terrain. We'll explore the latest technologies and connectivity innovations that are reshaping how consumers interact with their

favorite brands. Align your strategy with the future of consumerism and ensure your business is staying ahead of the curve.



Keith Dawson
ISG

09:45 - 10:05 **FEATURED PRESENTATION: 2024 CX Playbook: Strategies for Internal Influence and Customer Alliances**

Navigating customer needs demands finesse and precision. Without the guidance of a CX playbook, staying afloat amidst these changes can be challenging. However, with strategic direction, you're not just keeping pace – you're positioned to thrive. In the following session, Dennis Wakabayashi, known as The Global Voice of CX, unveils his 2024 CX Playbook, offering straightforward frameworks for understanding and applying both inside-out and outside-in CX perspectives. Learn to navigate internal team dynamics and harness customer feedback to drive your initiatives forward. Whether you're shaping CX strategy or enhancing customer engagement, this session equips you with the essential tools for success in the evolving landscape of customer experience.



Dennis Wakabayashi
The Global Voice of CX

10:10 - 10:30 **FEATURED PRESENTATION: The Missing Ingredient to Achieving the Full Value of your Experience Initiative**

When we are transforming the customer journey to optimize their experience, we're asking customers and employees to change. External and internal change management is an often-forgotten ingredient to achieving the full value of a CX initiative. In the following session, we'll discuss the benefits of infusing change management

principles to the customer experiences you are driving and the impact that it will have on delivering on the full value of your initiative to your employees and customers.



Sandy Yu
Revenue Retention Advisors, LLC

10:35 - 11:00 **Networking Break**

Stretch your legs, mingle and grab a refreshment on ISG!

11:00 - 11:15 **ISG INSIGHTS: Tomorrow's Tech for Today's Customer Journey**

The future is now, and its reshaping today's customer journey. As businesses race to stay ahead in a rapidly evolving digital landscape, tomorrow's technology is the catalyst for transformation. We'll dive into the futuristic technologies that are elevating today's customer experience. Discover how AI, augmented reality, blockchain, and other innovations are driving a new customer-centric normal. We explore what's on the horizon and learn how to harness these advancements for a transformative customer journey in the present. Don't just keep pace — lead the way into the future of CX.



Anay Nawathe
ISG

11:20 - 11:50 **PANEL: Unleashing the Power of Hyperpersonalization for Seamless Customer Experiences**

"Hi [First_Name]" just doesn't feel authentic anymore. However, one strategy that is not just gaining traction, but fundamentally redefining customer-business dynamics is hyperpersonalization. No longer are we in the era of one-size-fits-all; contemporary consumers demand experiences carefully tailored to their unique needs and

preferences. In the following session, we highlight the importance of hyperpersonalization and why it should occupy the core of your CX strategy in 2024. Discover the core significance of personalizing interactions, the transformative role of AI, and its tangible benefits in terms of fostering next level experiences and brand loyalty. We equip you with the strategies and technologies needed to thrive in this data-driven, hyperpersonalized era, outperform competitors, and create lasting connections with customers.



Alex Misiaszek
Truist



Kathy Rudy
ISG



Nipun Joshi
Fareportal
(CheapOair.com)



Jaime Lightfoot
Capgemini

11:55 - 12:10 **FEATURED PRESENTATION: Managing Change in an Evolving Technology Landscape**

Change is inevitable, especially in today's rapidly evolving landscape of technology and innovation. Whether your organization is diving into AI, AR, VR, SaaS, or developing its own tech solutions, one thing remains constant, Change. But here's the catch: while many organizations focus on investing in technology, it's equally crucial to invest in your people. Research shows that over 70% of transformations fail, highlighting the importance of nurturing your team alongside implementing new technologies. In this session, you'll discover how to seamlessly integrate all key components of a transformation. By pulling together people, processes, and technology, you'll be equipped to navigate and deliver a successful transformation. Join us to unlock the strategies for achieving transformative success.



Veronica Mathers
ISG

12:10 - 13:15 **Lunch and Roundtable Topics**

Take the opportunity to join a roundtable discussion and delve into a deeper discussion around selected topics with fellow attendees.

13:20 - 13:35 **ISG INSIGHTS: Navigating the Hybrid CX Frontier**

Today, consumers demand nothing less than a consistent and seamless experience across all touchpoints. Spanning the realms of online, in-person, social media, and brand applications, they seek the fluidity to transition effortlessly from one channel to another, increasingly mixing media within a single transaction. Surprisingly, almost 75 percent of consumers express their desire for a fusion of physical and digital channels, reflecting a significant shift in customer expectations. Are you meeting their needs? From reshaping the very essence of customer interaction to creating a holistic customer experience that fulfills their multifaceted needs, this session paves the way to thriving in the complex world of modern consumerism.



Dee Anthony
ISG

13:40 - 14:20 **PANEL: Tech-Fueled Future: Ensuring Customer Convenience and Engagement**

It's no secret technology is the driving force behind transforming customer convenience and engagement. From the intricacies of personalized marketing strategies to the seamless integration of online and offline channels, companies must harness the prowess of SaaS, AI and other technologies to usher in a new era of customer experience. This following session explores the exciting ways businesses are leveraging technology to provide unparalleled convenience and engagement - and how these innovations are positioning companies at the forefront of the digital era. We unravel the possibilities, sharing strategies and insights to empower your

organization in this tech-fueled future.



Drew Lesicko
SoulCycle, Inc



A'Keela Johnson
Molson-Coors Beverage Co.



Curt Persaud
Carnival Cruise Line



Pratibha Salwan
ISG



Hardy Myers
Cognigy

14:25 - 14:55 **INDUSTRY SPOTLIGHT: Digital Accessibility in Global Pharma**

For over 32 years, the Americans with Disabilities Act (ADA) has been a cornerstone of ensuring accessibility. In recent years, the importance of digital accessibility has surged, becoming integral to Environmental Social & Governance (ESG) and Diversity Equity & Inclusion (DE&I) initiatives. While the Web Content Accessibility Guidelines set global standards, implementing accessibility best practices across the Information & Communication Technology (ICT) landscape of a global pharma company can be daunting. In this session, we delve into the essential elements of a digital accessibility program, covering:

- Where digital accessibility sits within a large global company
- Steps to creating a digital accessibility policy and governance
- Workstreams in a digital accessibility program
- Accessibility by design.



Stephen Framil
Merck & Co., Inc.

15:00 - 15:15 **ISG INSIGHTS: Nurturing Customer Excellence from Within and Why Employee Experience Matters**

Fostering employee empowerment is not just a choice; it's a strategic business imperative. There is profound link between employee-friendly environments, innovative collaboration tools, and elevated customer experiences. In the following session, we explore how organizations embracing a location-flexible, digitally elastic operating model empower their employees to achieve higher productivity while nurturing work-life balance. This transformative journey showcases how employee well-being, data-driven insights, and flexibility converge to address customer demands, enhancing your brand's Net Promoter Score, boosting innovation, and redefining the future of customer excellence.



Stacey Cadigan
ISG

15:20 - 15:50 **FEATURED PRESENTATION: Total Experience: Bridging the EX-CX Gap**

In a world where transformational technology, evolving labor dynamics, and heightened consumer expectations reign supreme, the symbiotic relationship between employee experience (EX) and customer experience (CX) has never been more crucial. In the following session, we explore the transformative power of aligning the two, where EX becomes the driving force behind exceptional CX. With today's workforce challenges in mind, such as skill shortages and high turnover rates, leaders are presented with a unique opportunity. We show you how progressive organizations are bridging the EX-CX gap.



Gabriel Bridger
Rightpoint



Anu Sachdeva
Genpact

15:55 - **PANEL: Building a CX-Centric Culture**

16:25

Unlocking the potential of a customer-centric culture is no fleeting trend; it's a survival strategy. If your organization is plagued by high turnover rates, mounting recruitment costs, and customers yearning for genuine connections, you are not alone. The solution, however, is simple yet transformative – a culture that thrives on prioritizing employee and customer needs. In the following session, we will chart the course towards establishing a culture that places employee well-being and development at the forefront, resulting in heightened customer satisfaction, loyalty, and ultimately, the delivery of exceptional experiences. Are you ready to set your organization apart from the competition and propel it towards extraordinary growth?



Amy Wigler
PBS



Anshul Sheopuri
Mastercard



Beth Thomas
ISG

16:30 - **Turning Notes into Actions**

16:45

After a day of great content, what do you do with it? ISG will provide guidance on what your next steps should be for your CX transformation!



Keith Dawson
ISG

16:45 - **Closing Reception**

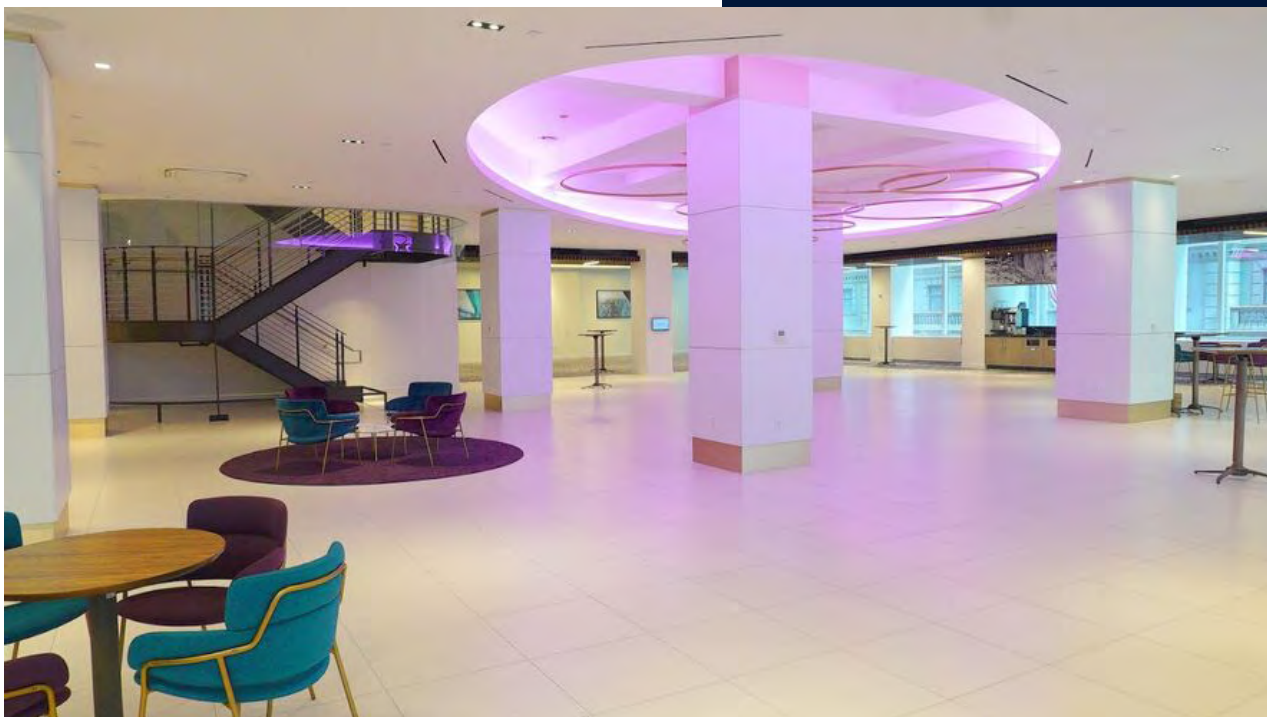
17:45

Celebrate the conclusion of an amazing conference with us!

Meet Our Partners



Conference Venue



Convene 360 Madison

**360 Madison Avenue
New York, NY 10017
+1 (646) 844-6004**

Convene at 360 Madison is located on East 45th Street between Madison Avenue and 5th Avenue.