ISG® Xperience Summit

March 30 & 31, 2026
Dallas, TX



Innovation Drives Change but Your Customers Drive Urgency

Feeling overwhelmed by shifting CX expectations and rapid AI innovation? 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.

At the Xperience Summit 2026, you'll discover how top enterprises are turning disruption into growth — with real-world frameworks you can apply immediately.

- What did we learn from 2025?
- What changes are on the horizon for 2026?
- Where do you need to focus to stay on top?

What You'll Discover

Designing the 2026 AI Customer Experience

How are leaders evolving CX on top of legacy systems—without breaking operations or betting on impossible rebuilds?

Why do most platforms fail at scale? How do you get the architecture right before AI becomes tomorrow's technical debt?

Cost Cutting: The Demise of CX?

Have you fallen into the trap of "cheap cx"? How can you avoid cost-first decisions that quietly destroy loyalty, brand equity, and lifetime value?

Where does automation actually improve customer service? Where does it makes CX measurably worse?

AI @ Work

Are you redesigning work around human judgment and machine speed - or forcing AI into broken processes?

How should AI be used to continuously improve decisions, not just respond faster to the same old problems?

The Age of Specificity: Data-Driven, Customer -Defined

How are leading organizations leaving segmentation behind to deliver experiences designed for one customer at a time?

More data doesn't help. How will poor data silently sabotage even your best experience strategies?

Meet the Speakers



Noufal Mohamed Basheer

Director, Strategy & Transformation, PepsiCo



DJ (Dhananjay) Bhadlikar

AI & Modernization Architecture Leader, American Airlines



Vandhana Bhaskaran

Director User Experience & Digital Accessibility, United Airlines



Scott Biavaschi

Managing Director, Global Enterprise Renewals, Cisco



Demetrius Curry

CEO - Founder, College Cash



Angela Daniels

Chief Technology Officer (Americas), Consulting and Engineering Services, DXC Technology



Barry Gerdsen

CTO - Channels & Alliances, Boomi



Shannon Hoekstra

Vice President, Emerging Technologies & Innovation and CTO, College of American Pathologists



Emma Hollister

Director of Technology Education and Engagement, Amwins

Meet the Speakers



Ganesh Iyer

CEO/Founderl,
ASPR AI Inc.



Jose Kunnackal John

Director of Product
(Amazon Quick),
AWS



Kelley Johnson

Sr Strategic Customer
Success Manager,
Schneider Electric



Vanessa Neurohr

VP, Customer
Experience & Adoption,
Muck Rack



Pete Nicoletti

Field CISO, East,
Check Point



Tom O'Malley

CEO,
Meshi.io



Russell Jukes

Sr. Vice President, Chief
Digital Information Officer,
DXC technology



Paul Kadap

SVP - Client Experience
Design and Strategy,
KeyBank



Lee Kemp

SVP of Customer Experience
& Transformation,
PCNA



Diane Schwarz

Group Chief Information
Officer,
Smurfit Westrock



Michael Shepherd

Sr. Distinguished
Engineer,
Dell Technologies



Rajanish Singh

Client Partner - Travel &
Transportation,
DXC Technology



Franklin Marcelo

CEO,
Flexi



Jason Mariasis

VP, Product
Management,
LPL Financial



Daniel Neff

Chief Executive Officer,
MoodMe



Tanweer Surve

Head of Cloud Transformation
& Platform Engineering,
PNC Financial Services Group



David Thompson

Global Partner Development
Director,
Microsoft



Daniela Weidenbach

Field Chief Technologist, Global
Infrastructure Services,
DXC Technology

Meet the Speakers



Jonathan Ziegel

SVP, Customer Experience, Havas



John Boccuzzi Jr

President, ISG Research, ISG



Anoop Chawla

Director, ISG



Melissa Miears

Principal, ISG



Shriram Natarajan

Director, ISG



Sunder Pillai

Director, ISG



Rajib Datta

Partner, ISG



Keith Dawson

Research Director, ISG



Sheeree Jones

Assistant Director, ISG



Sarah Sharbaugh

Consulting Manager, ISG



Dylan Shepard

Senior Relationship Coordinator, ISG



Olga Kupriyanova

Director, ISG



Sue Lee

Consulting Manager, ISG



Veronica Mathers

Director - Enterprise Change, ISG

Summit Agenda

Day 01 - Monday, 30 March 2026

12:00 - 13:00 REGISTRATION & LIGHT LUNCH

13:00 - 13:10 CHAIRMAN'S WELCOME



Shriram Natarajan
ISG

13:10 - 13:30 ISG PREDICTS: Agentic-AI Fueled Customer Experience of 2030

- The rise of agentic service models
- Real-time personalization at scale
- Trust as a measurable CX KPI
- The shift from channels to orchestration



Shriram Natarajan
ISG

13:30 - 14:00 FEATURED PRESENTATION: From Hype to Impact: Solving Enterprise Challenges

- Addressing technical debt, multi-cloud complexity and value-driven AI adoption
- Streamlining operations across complex environments
- Applying AI in ways that drive measurable, not theoretical, business value



Shriram Natarajan
ISG



Angela Daniels
DXC Technology



David Thompson
Microsoft



Daniela Weidenbach
DXC Technology

14:05 - 14:15 ISG INSIGHTS: From Journey Mapping to Autonomous Orchestration: Five Ways to Prepare for an Uncertain Future

- Beyond static customer journeys
- AI-driven decision intelligence
- Real-time anticipation of needs
- Adaptive technology ecosystems built for change
- Data foundations that enable continuous innovation



Keith Dawson
ISG

14:20 - 14:50 PANEL: Experience as a Revenue Engine: Designing What Customers Need... Before They Ask

- Predictive retention
- Intelligent upsell
- Revenue attribution models



Sarah Sharbaugh
ISG



Kelley Johnson
Schneider Electric



Paul Kadap
KeyBank



Jason Mariasis
LPL Financial

14:55 - 15:25 FEATURED PRESENTATION: Bridging the Gap Between AI Intent & Execution

- The gap between insight and execution in today's AI deployments

- Connecting intent to execution
- Overcoming barriers to adoption



Barry Gerdsen
Boomi

15:25 - 15:45

NETWORKING BREAK & INNOVATION LABS

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

15:45 - 15:55

ISG INSIGHTS: The Cost Efficiency Advantage: Reinventing CX Without Destroying Value

- Cost reduction without sacrificing CX
- Efficiency amid rising customer expectations
- Automation, conversational AI, and unified data



Sue Lee
ISG

16:00 - 16:30

PANEL: Beyond “Cheap CX”: Trust is the New Experience

- The risks of over-automation
- Customer trust as a strategic priority
- The balance between efficiency and empathy



Rajib Datta
ISG



Shannon Hoekstra
College of American Pathologists



Emma Hollister
Amwins



Lee Kemp
PCNA



Pete Nicoletti
Check Point

16:35 - 17:35

ISG STARTUP CHALLENGE

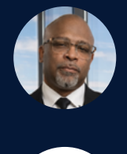
Entrepreneurs behind innovative solutions will each present pitches on why their technology is best and how it will add the most value to business. After some tough questions from our judges, the audience will have their chance to vote on which technology they are more likely to implement within their own organizations. Who should win this startup challenge?



Dylan Shepard
ISG



Sheeree Jones
ISG



Demetrius Curry
College Cash



Paul Kadap
KeyBank



Ganesh Iyer
ASPR AI Inc.



Franklin Marcelo
Flexi



Daniel Neff
MoodMe



Tom O’Malley
Meshi.io

17:35 - 17:40

CHAIRMAN’S CLOSE DAY 1



Shriram Natarajan
ISG

17:40 - 18:30

WELCOME RECEPTION

18:30 - 20:30

WELCOME DINNER

Day 02 - Tuesday, 31 March 2026

08:00 - 09:00 REGISTRATION & BREAKFAST

09:00 - 09:10 CHAIRMAN'S WELCOME



Shriram Natarajan
ISG

09:10 - 09:40 ISG PREDICTS: Beyond Automation, Designing Intelligent, Trust-Driven Customer Experiences

- AI-enabled trust as a competitive advantage
- CX modernization without core system replacement
- Workflows that elevate customers and employees



Sunder Pillai
ISG

09:45 - 10:15 KEYNOTE: From Pilots to Performance: Failure Patterns in Agentic AI Transformation and How to Address Them

- Common pitfalls to scaling Agentic AI efforts
- The need for specialized agents, organizational AI literacy and Human-in-the-Loop models
- Governance frameworks



Noufal Mohamed Basheer
PepsiCo

10:15 - 10:45 FEATURED PRESENTATION: Enterprise AI at Scale: Executive Lessons from a Global Deployment

- AI is reshaping strategy, operating models, and the future of work
- Alignment across business units, functions and geographies
- Change management strategies to enable workforce adoption and trust



Olga Kupriyanova
ISG



Russell Jukes
DXC technology



Jose Kunnackal John
AWS

10:45 - 11:10 NETWORKING BREAK & INNOVATION LABS

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

11:10 - 11:20 ISG INSIGHTS: Governing the Human-AI CX Workforce

- The rise of AI supervisors
- Redesigning service roles
- Productivity metrics in AI-augmented teams
- Governing digital labor



Anoop Chawla
ISG

11:25 - 11:55 PANEL: Designing AI Enabled Workplaces

- Ownership of AI agents
- Cross-functional accountability
- Experience governance
- Performance measurement
- Who owns CX?



Veronica Mathers
ISG



DJ (Dhananjay) Bhadlikar
American Airlines



Scott Biavaschi
Cisco



Vanessa Neurohr
Muck Rack



Diane Schwarz
Smurfit Westrock

12:00 - 12:30

FEATURED PRESENTATION: Humanity + Digital Human Agents: Unlocking a Superhuman Workforce

- Inside Dell’s agentic operating system
- AI agents understanding business intent and taking action
- Building a “superhuman” workforce



Michael Shepherd
Dell Technologies

12:35 - 13:05

FEATURED PRESENTATION: Turning AI and Personalization into Real CX Outcomes

- United Airlines’ approach to delivering a seamless, end-to-end passenger experience
- The role of real-time coordination across crews, operations, and service teams
- The importance of AI and data-driven intelligence in modern CX delivery



John Boccuzzi Jr
ISG



Vandhana Bhaskaran
United Airlines



Rajanish Singh
DXC Technology

13:05 - 14:05

LUNCH & DISCUSSION TOPICS

Enjoy lunch while engaging in small-group discussions designed to exchange ideas, tackle real-world challenges, and learn from peers.

14:05 - 14:15

TECHNOLOGY TRIVIA

14:20 - 14:30

ISG INSIGHTS: Your Customer Data is Your CX Advantage

- Data readiness for hyper-personalized experiences
- AI foundations to understand customer preference
- AI powered one-to-one experience



Olga Kupriyanova
ISG

14:35 - 15:05

PANEL: Where Intelligent CX Data Succeeded in Hyper-Specificity and Where It Failed

- Intelligent CX data strategies that enabled true one-to-one experiences
- The gap between insight and activation
- Governance, privacy, and trust challenges that limited scalability



Melissa Miears
ISG



Tanweer Surve
PNC Financial Services Group, Inc.



Jonathan Ziegel
Havas

15:05 - 15:20

TURNING NOTES INTO ACTION

You’ve absorbed ideas, insights, and inspiration—now it’s time to put

them to work. ISG will provide guidance on your next steps!



Shriram Natarajan
ISG

15:20 - 16:15 **CLOSING RECEPTION**

Meet Our Partners

DXC

Microsoft

boomi

DELL Technologies

CHECK POINT

cisco Partner
Services Preferred
Cloud and AI Infrastructure
Networking Preferred
Security Preferred

CIO APPLICATIONS

CIOReview

CMSWIRE

hifo.co

ASPR
AI Sales Assistant as Agents

Flexi

Meshi™
Patterns That Connect

moodme

Conference Venue



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ISG Xperience Summit