



Customer
Experience
Strategies
Summit

May 29 & 30, 2024

Hotel X, Toronto

**THE PREMIER EVENT SERIES
IN CANADA DEDICATED TO CX
STRATEGIES AND TECHNOLOGY**



**RSVP
TODAY**

New for 2024

We offer a unique and engaging format that includes:

1. Speakers who present experiences, results, data and case-studies
2. Deep dive roundtables hosting immersive and collaborative discussions
3. An engaged and senior audience

This event enables CONNECTION, COLLABORATION, and TRANSFORMATION

In 2024 we are seeing a refocus on the relationship between customer and business data. The critical driver is to provide a stand-out customer experience so that it translates into revenue and satisfaction.



Speaker Preview

... AND MANY MORE!



Matthew Cowling
VP
Marketing & Growth
Paramount+



Jessica Gale
EVP
Harry Rosen



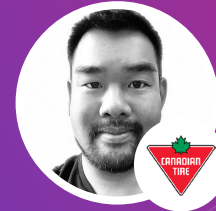
Carlo Savino
VP
Lenovo USA



Leila Jalai
SVP
Global End-to-End Planning
& Go-To-Market
Under Armour USA



Allison Paine Landers
CXO
UBS USA



Michael Mak
AVP
Digital Product
Mobile
Canadian Tire Corporation



Andrew Myers
VP
Data & Insights
Rogers Communications



Sari Deckelbaum
SVP, E Commerce
Sleep Country Canada



Katie Mares
Co-Owner
Permashield USA



Corby Fine
VP
Digital Marketing &
Performance
IGM Financial Inc

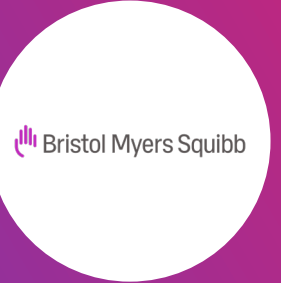


Jose Fabrigas
Head of Innovation &
Transformation
SANOFI



Usman Janvekar
CX Lead
Sanofi





Who Attends?



AGENDA - DAY 1

Wednesday, May 29, 2024

7:30 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **customer experience leaders**
- Get to know your **CX peers** and colleagues over a delicious breakfast
- Source practical tips, discuss **best practices**, and prepare for the day ahead

8:45 AM OPENING COMMENTS FROM YOUR HOST

Gain insight into today's sessions so you can get the most out of your conference experience and maximize your value.

Aaron Thompson, CEO/Founder, **RedSlacks**

9:00 AM SPOTLIGHT: CX FUNDAMENTALS THAT DRIVE PROFITABILITY

Separating Myths from The Facts; What is and What is Not CX

Linking improvements in CX to the bottom-line is crucial for business growth. Develop a clear strategy on which your management tools will work for your business. Build best KPIs for your CX strategy and business by:

- Asking the right questions
- Converting data into insights
- Track crucial CX aspects and profitability link in terms of cause and effect

Create a roadmap to manage and measure CX for your business continuity.

Carlo Savino, VP, **Lenovo**

9:30 AM EXCLUSIVE CX SESSION: DATA DECISION INTELLIGENCE

How to Create an Impact of CX on Your ROI

Business agility requires great data management. To improve your CX, you must measure it first. Build a robust strategy to:

- Streamline your business strategy with right data analysis
- Validate your data while automating important decisions with ease
- Generate user insights using AI

Combine the power of analytics and artificial intelligence to enable smarter decisions at scale.

Matthew Cowling, VP, Marketing & Growth, **Paramount+**
Andrew Myers, VP, Data & Insights, **Rogers Communications**
Ramzi Rahbani, VP, Product & Customer Platforms, **FlightHub**
Amitayu Basu, CEO, **Numr**
Aaron Thompson, CEO/Founder, **RedSlacks** **MODERATOR**

10:00 AM INDUSTRY EXPERT: MASTERING B2B EXCELLENCE

Strategies for Harnessing B2C Insights to Transform B2B Customer Experience.

Walk away with an action plan on:

- **Differentiating Between B2B and B2C.** Understanding and adapting to the evolving preferences of key decision-makers, including millennial buyers, is crucial for B2B brands to provide a seamless buying experience.
- **Creating Enriching Customer Experiences.** Incorporating a human experience, whether through Live Chat or other, can bridge the gap between experience and customer service.
- **Adopting Technologies.** The importance of adopting technologies traditionally known to be B2C in focus.
- **Designing Principals.** The importance of building with journeys in mind and ensuring harmony Between Customer Experience, Functionality and Outcomes. Highlight the ways in which brands can expedite user testing and customer journey mapping.
- **Innovative Ways to Speed Up UX Testing.** Highlighting how to use CRO tools in the right way to convert traffic into leads and prospects. This includes understanding what data is critical For UX and CRO testing. It's also about understanding what data points should be considered important for UX and CRO testing.

Neel Patel, Founder & CEO, **NP DIGITAL**

10:30 AM SPEED NETWORKING! - MAKE MEANINGFUL CONNECTIONS

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**
- Achieve your conference networking goals in a **fun and agile fashion**
- **Join a community** of customer experience leaders and gain invaluable support

11:00 AM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- Browse through different sponsor booths and **test drive new technology**
- Enter your name for a chance to **win exciting prizes**
- Take advantage of **event-specific offers** and special content

11:30 AM PUBLIC SECTOR SESSION: GOVERNMENT CENTRIC TO CITIZEN CENTRIC

Reinforce Citizens' Belief in Government's Competence to Bridge Budget and Technology Gaps

CX affects the success of government agency's missions. Master the success factors to:

- Assess the organization's current state and maturity with respect to CX
- Define the future state, starting with basic design principles—core statements of what the system and culture will do
- Strike the right balance between innovation and practicality

Build customer facing infrastructure with better technical and organizational framework.

Sumon Acharjee, CIO, **City of Markham**
Justin Gage, Co-Chair, **Digital ID and Authentication Council of Canada** **MODERATOR**

AGENDA - DAY 1

Wednesday, May 29, 2024

TRACK 1: AI / CX 2024 & BEYOND

12:00 PM PANEL: DIGITAL & MOBILE PATHS

Digital and Mobile Paths to a Frictionless Customer Experience

Customers today are influenced by brands that are the most relevant, convenient, and immediate in the delivery of everything from products to customer service. Create individualized customer experiences while removing friction on all platforms by:

- Developing websites, content, and design to fit in a world where no two customers have the same preferences and expectations
- Leaning into technology to improve brand consistency, response efficiency and quality service in a world where no two customers have the same preferences and expectations
- Building trust through technological innovation by meeting customers at every step of the digital journey
- Designing better experiences through technology to delight your customers and make them advocates of your brand

Enhance your customer experience using improved digital and mobile paths.

Michael Mak, AVP, Digital Product, Mobile, **Canadian Tire Corporation**
Dylan Bowman, Senior Director, Customer Solutions, **Ada Support**
Usman Janvekar, Partner, **CX Lab AI** **MODERATOR**

12:35 PM INDUSTRY EXPERT: DATA: THE X FACTOR IN CX

Understand Your Customers with a Single, Enterprise-Wide View of Data to Pivot on a Dime

A critical key to making seamless CX happen is data – but, given the growing focus on data privacy, collecting customer information is set to become much more complex than before. Turn data integrity issue into an opportunity to connect with customers better than ever by:

- Extending benefits in exchange of data
- Expanding relationships through data
- Providing aftersales support through customized data

Empower your brand to take the seemingly endless volumes of customer behavior data and turn them into actionable insights.

Manoj Bhardwaj, Sr Product Management Dir, **FIVE9**

1:05 PM NETWORKING LUNCH: DELVE INTO CX CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest CX issues**

TRACK 2: B2B CX / CUSTOMER SUCCESS

12:00 PM FIRESIDE CHAT: DIVIDE & CONQUER WITH B2B CUSTOMER SEGMENTATION

How to Find New Customers and Increase Sales in B2B

Dramatic changes in buyers' behavior, evolving business models, and fast-paced technological advances mandate a shift in how B2B companies design their growth strategies. Engineer and operate your organization's customer experience to increase conversions. Develop a blueprint to:

- Better understand buyer, market, and tech changes that demand a B2B shift
- Build your ideal B2B organization that moves from extracting value from customers to delivering value to them
- Measure the value of customer obsession to ensure profitable, predictable, and sustainable B2B growth

Amplify your customer-obsessed growth engine to differentiate in a changing landscape where buyer needs, economic uncertainty, and competition are unrelenting.

Carlo Savino, VP, **Lenovo**
Lauren Jensen, Executive Growth Advisor, **Bridjr**, Former Head of Business & Customer Impact, **Prudential Financial** **MODERATOR**

- **Expand your network** and make connections that last beyond the conference
- Enjoy great food and service while engaging with your **customer experience colleagues**

2:00 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

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2:30 PM AFTERNOON KEYNOTE: WOMEN IN CX - DRIVE CHANGE FROM THE TOP

Attract Diverse Values with Collaboration and Inclusion to Enhance Your Authenticity

With women representing a mere 12% of top professional roles, it's imperative to reshape the narrative surrounding women in CX leadership for the betterment of society. Amplify voices to drive change in the CX space for women. Create a roadmap to:

- Identify the barriers faced by women in CX leadership roles
- Leverage diverse lived experiences to humanize and enhance customer experiences
- Promote organizational inclusivity across all levels, from the boardroom to the frontlines of customer contact

Build an empowered and diverse CX team to collaboratively solve challenges and boost sales.

Katie Mares, Co-Owner, **Permashield USA**

TRACK 1: AI / CX BEYOND 2024

3:05 PM PANEL: CONVERGENCE OF GUEST EXPERIENCE AND CX

A consistent, quality guest experience translates into loyal, returning customers and the best advertising of all, positive word of mouth. Keep up with your competitors by providing a personalized CX to increase customer satisfaction. Create a blueprint to:

- Market to a traveler's/guest's taste, smell, touch, sight and sound and increase your NPS
- Create powerful memories and present a real opportunity for hospitality experts to develop customer loyalty.
- Align well with the customer's needs, preferences, and priorities.

Achieve higher revenue growth, improved brand preference and have higher customer retention rates.

Alex Cristiano, Director, Marketing & CX, **Canlan Sports**
Lyndon File, Sr. Director, Guest Experience, **Little Canada**
Craig Stoss, Director, CX, **Partner hero**

TRACK 2: B2B CX / CUSTOMER SUCCESS

3:05 PM PANEL: ALIGN, GENERATE, AND GROW WITH B2B TRANSFORMATION

How B2B Companies Will Win the Competition for Growth

B2B companies need to abandon short-term strategies bent on extracting value from buyers and instead build, or rebuild, a winning growth engine. Take away winning B2B growth strategies to:

- Obsess over business buyers and the value that they need
- Aligning marketing, product, and sales around buyer value
- Leverage technology and technology-led innovation to maximize buyer value

Design a perpetual business motion to grow revenue, profit, and retention efficiently and consistently.

Peter Armaly, VP, Customer Success, **ESG**, **PeakSpan Capital**
Aaron Thomson, Founder & CEO, **RedSlacks**
Lauren Jensen, Executive Growth Advisor, **Bridjr**, Former Head of Business & Customer Impact, **Prudential Financial** **MODERATOR**

AGENDA - DAY 1

Wednesday, May 29, 2024

TRACK 1: AI / CX BEYOND 2024

3:35 PM FIRESIDE: THRIVING THROUGH TRANSFORMATION

Lead with Purpose and Passion for Superior Customer Experience

Navigate the Challenges of Transformation to Enhance Customer Engagement and Operational Excellence. Leading through transformation is critical for delivering superior customer experience while managing ongoing business demands. Discover the art of balancing innovation with operational stability through strategic leadership by:

- Setting clear, realistic expectations to drive team performance and alignment.
- Developing and upskill talent to meet the demands of current and future business needs.
- Fostering a workplace environment where fun and productivity go hand in hand, enhancing both employee and customer satisfaction.

Create a culture that embraces change, maintains performance, and ultimately leads to a stronger customer connection in the evolving market landscape.

Jose Fabrigas, Head of Innovation & Transformation, **SANOFI**

Anita Ghosh, CEO, Founder **Bridjr** MODERATOR

TRACK 2: B2B CX / CUSTOMER SUCCESS

3:35 PM PANEL: DATA, CUSTOMER FEEDBACK AND CUSTOMER SUCCESS

Secure Your Digital Transformation Journey by Streamlining Data

A clear data-driven customer success process is important to personalize services at scale, build brand loyalty and reduce churn. Bring a significant transformation with 5% increase in customer retention and increase profits by 25-95%. Accelerate your own business transformation by leveraging the power of data. Take away specific solutions on:

- Collection and analysis of customer data, including usage patterns, feedback, and customer health metrics.
- Identification of trends and insights that inform decision making.
- Development and maintenance of KPIs to track and measure customer success and satisfaction.

Super charge your customer retention strategy with data

Lynn Stepanenko, Sales Director, AMER, **Caplena**

Craig Stoss, Director, CX, **Partner hero** MODERATOR

4:05 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT CX EXPERTS

- Enjoy **exclusive sponsor demos** and experience the next level of customer experience innovation firsthand
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**
- **Brainstorm solutions** and gain new perspectives and ideas

TRACK 1: AI / CX BEYOND 2024

4:30 PM FIRESIDE: PHYGITAL IS A NEW BLACK

The Rise of 'Phygital' and Why it Should be on Your Radar

A strong phygital experience requires taking the best elements of your digital strategy and

TRACK 2: B2B CX / CUSTOMER SUCCESS

4:30 PM PRESENTATION: PERFORMANCE METRICS VS CX METRICS

How To Measure Success Through Customer Eye Using AI

No customer has ever said "I am so happy that the ticket only took 3 mins instead of 4"

combining them with the best elements of a physical strategy. Drive growth and redefine your customer experience by hopping on the phygital hype train. Formulate the winning strategy for:

- Geo-targeting for upselling
- Buy Online, Pick Up In-Store (BOPIS)
- Streamlined check-ins and seamless authorization
- Leveraging physical kiosks and automated intelligent customer support systems

Create 'phygital' fusion of physical-digital interactions for enhanced value.

Ehsan Azmat Khan, Chief of Communication & Design, **OPTP**
Aaron Thomson, Founder & CEO, **RedSlacks** MODERATOR

or "I am so glad that 98% of customers are satisfied, even though I am not". Yet these are things we put gold stars next to on our dashboards. Rethink measuring CX as the customer sees it and how technology like AI, AR, and simple data analytics can transform your product and services offerings.

- A framework for measuring CX
- Examples of grassroots AI and AR solutions
- Tools and techniques to find out what customers aren't telling you about their experiences

Craig Stoss, Director, CX, **Partner hero**

5:00 PM POWER PACKED CLOSING KEYNOTE SESSION: BEYOND THE GAME

Designing Extra Ordinary Fan Experiences

Step into the world of the NBA, where fan experiences go beyond the traditional boundaries of sports and set the tone for how consumers experience entertainment. We'll explore how the NBA makes every fan feel like a VIP through personalization, storytelling, and authenticity—three pivotal elements that collectively forge deeper connections with fans and reinforce brand loyalty. Leverage these principles to revolutionize your own strategies in customer engagement and experience by:

- Tailoring every experience to fit the unique likes and needs of your fans.
- The power of storytelling in building a community where fans don't just watch the sport—they feel a part of it.
- Being authentic—staying true to what you stand for—is key to winning fans' hearts and keeping them coming back.

Enhance CX and apply specific principles in your industries to foster deeper connections with your audience

Kelly Flatow, Head of Events Group, **NBA USA**
Leah MacNab, Managing Director, **NBA Canada**
Anita Ghosh, Founder & CEO, **Bridjr**

5:30 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

Aaron Thomson, Founder & CEO, **RedSlacks**

5:45 PM EVENING RECEPTION: ENJOY GREAT CONVERSATION, MUSIC & NETWORKING

- **Relax and unwind** with tasty cocktails after a long day of learning
- Don't miss your chance to win fun prizes at our **Reception Gift Giveaway**
- Make dinner plans with your **new connections** and explore the best of what Toronto nightlife has to offer, just be sure to set your alarm for Day 2

6:30 PM CONFERENCE ADJOURNS TO DAY TWO

AGENDA - DAY 2

Thursday, May 30, 2024

7:30 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

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Aaron Thomson, Founder & CEO, **RedSlacks**

9:00 AM FIRESIDE KEYNOTE: EVOLUTION OF CX

How to live up to cx through continual reinvention

Jessica Gale, EVP, Chief Customer Officer, **Harry Rosen**

Anita Ghosh, CEO, Founder, **Bridjr** MODERATOR

TRACK 1: DIGITAL TRANSFORMATION

9:30 AM SPOTLIGHT FIRESIDE: UNIQUE SOLES FOR UNIQUE SOULS

Stephen Bailey, CMO, **John Fluevog Shoes**

Aaron Thomson, Founder & CEO, **RedSlacks** MODERATOR

TRACK 2: CUSTOMER OBSESSION

9:30 AM SPOTLIGHT: DIGITAL SUPPLY CHAIN

How CX is Disrupting the Supply Chain World from the Inside Out

From finance to supply chain to commerce, the user and customer experiences need to be seamless. This requires the underlying applications to service the user and customer journeys in real time. Ensure increase in conversions by giving solutions to your customers that natively connect the cloud ERP through to the last mile of a customer's experiences spanning e-commerce, sales, service, and marketing.

- Maintain optimal inventory levels in stores and distribution centers to ensure customers get the products they want.
- Use AI for predictive replenishment and automate the restocking process.
- Avoid both overstock and out-of-stock situations and deliver personalized customer service if things go wrong.

Bridge gaps between business process-led ERP and experience delivery

Leila Jalai, SVP Global Planning & Inventory Management, **David Yurman**

TRACK 1: DIGITAL TRANSFORMATION

10:05 AM PANEL: SMART CUSTOMER CARE IN THE AGE OF INSTANT GRATIFICATION

Transforming Customer Experience While Dealing with the Unexpected

The world after COVID-19 exemplified how industries can work together using an agile approach to better serve their customers. Transform how your brand can better prepare for future interruptions by leveraging emergency plans. Master the success factors to:

- Achieve instant resolutions for customers as they demand smart customer care
- Avoid excessive effort on the customer's end to ensure their loyalty in times of crisis
- Leverage AI based tools at the backend to solve customer's problems seamlessly

Solve end-user challenges in your enterprise by handling support experience at scale.

Kalyan Chakravarthy, Chief Information Officer, **ESAFE Product Approval**
Chancy Chen, Head of Omni Channel Experience, **T & T Supermarket**
Aaron Thomson, Founder & CEO, **RedSlacks** MODERATOR

TRACK 1: DIGITAL TRANSFORMATION

10:35 AM PRESENTATION: USING AI TO INCREASE PDP CONVERSION

How to Increase Conversion Rate on PDPs by Up to 15% While Saving Time

The perfect application for AI; increasing conversions and productivity. Take away actionable strategies to:

- Real world application for AI that generates ROI
- 95% time saving of team members
- How to prioritise your eCom development

TRACK 2: CUSTOMER OBSESSION

10:05 AM FIRESIDE: OUT WITH THE OLD

How Customer Experience is Rewriting the Rules for Business Success.

In an era where customer experience dictates business viability, you must learn the art of CX mastery that could elevate your company to a league of its own. Take away four 'secret weapons' of customer experience success that are setting trailblazers apart:

- The hands-on CX skills every organization need, the new change management toolkit that uplifts your company culture,
- The emotional data and insights that draw customers closer, and the magic of co-creating with your team and customers.
- Unlock new growth for your business.

Turn CX challenges into outstanding opportunities that drive growth and innovation.

Regina Warga, VP of Client Experience, **NY Life Insurance**
Anita Ghosh, CEO, Founder, **Bridjr** MODERATOR

TRACK 2: CUSTOMER OBSESSION

10:35 AM FIRESIDE: THE SCIENCE OF EXPERIENCE

How Design Thinking, Experimentation, and a Customer-Centric Mindset Can Transform the Digital Experience

Digital transformation has become increasingly crucial. Maximize your ROI and stay ahead of competitors by accelerating your efforts in this area. Transform your organization and effectively use technology, people, and processes to explore new business models. Walk away with an action plan to:

AGENDA - DAY 2

Thursday, May 30, 2024

Tom McKenna, CEO, **Ocula Technologies**
Aimee Taylor, National Account Manager, **Coty**

- Digitally transform your operations to adapt to changing customer expectations and create new revenue streams
- Boost operational efficiency by integrating technology and promptly responding to evolving customer needs and expectations
- Reprioritize your strategic IT roadmaps to present a clearer picture of your digitally fit enterprise

Advance the right business insights and technology to stay competitive and seize new opportunities.

Karan Thaker, Lead CX Strategist, **Northwestern Mutual**
Lauren Jensen, Executive Growth Advisor, Bridjr, Former Head of Business & Customer Impact, **Prudential Financial** **MODERATOR**

11:05 AM ROUNDTABLES - DISCOVER THOUGHT-PROVOKING IDEAS

Take a deep dive down the innovation rabbit hole in one of our roundtable discussions. Share common challenges and best practices with your customer experience peers on a topic of your choosing:

- Hybrid Collaboration:** Overcoming barriers to hybrid collaboration and how our social interactions and organizational paradigms shape hybrid work.
- Employee Journey:** Make every experience unforgettable on a digital platform.
- Talent Recruitment:** Enhance customer and seller experiences.
- Employee Burnout:** Leverage customer intelligence you can bank on.
- Digital HR:** Unlock the powerful insights behind generative AI.

11:30 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

- Explore the latest **customer experience technology** and strategies with our leading sponsors
- Share your challenges with the **biggest innovators** in the business
- Schedule **one-to-one private meetings** for personalized advice

12:00 AM INDUSTRY EXPERT: NEXT-GENERATION CONTACT CENTERS

Generative AI is out there, rapidly transitioning from a “nice-to-have” to a core technology that is helping to shape a new era for Contact Centers. Join us for this session and learn how Generative AI is transforming the Contact Center by:

- Unlocking better and more personalized conversation experiences, augmenting agents' roles & automating repetitive tasks
- Simplifying instructions based on natural language that runs on large amounts of branded data
- Leveraging tools & techniques to measure and control outcomes at scale, to meet demands

Pedro Sa Silva, Principal AI Product Manager, **Talkdesk**

TRACK 1: DIGITAL TRANSFORMATION

12:30 PM SPOTLIGHT: BUILDING AI PRODUCTS TO BOOST CX

How to Build Products in AI for Operational Excellence

Artificial Intelligence is revolutionizing the business landscape by processing vast volumes of data and generating intelligent decisions. Use AI to make significant strides by:

- Integrating products to boost your CX metrics with AI chatbots that offer real-time responses and enhance user experience.
- Setting up data as a foundation that facilitates the development of AI products.
- Building AI-powered agents for strategic, operational and tactical decision-making, enhancing business value while creating impact with the customer.

Enhance operational excellence by leveraging AI to refine customer experiences, inform decision-making, and innovate product development

Usman Janvekar, CX Lead, **Sanofi**

TRACK 2: CUSTOMER OBSESSION

12:30 PM CASE STUDY FIRESIDE: CX INVESTMENTS

Why CFOs and CXOs Should Be Best Friends

The role of the CFO is ever evolving and is a key part of the executive board in delivering strategic growth. By harnessing customer experience, best practices and advanced analytics, financial teams can drive the bottom line with deeper understanding of insights and the ability to make decisions in real time. This session explores the benefits of creating a solid relationship between CXOs and CFOs and their respective teams, to smash silos, and broaden the reach of data to other teams. Take back to your office strategies to:

- Generate data tracking and discover spending patterns and their cost implications
- Achieve the ability to provide more context and react accordingly to the wider procurement eco-system
- Identify potential financial risks and be better prepared in areas of planning, budgeting, and forecasting as well as more interaction with supply chain and customer service departments

Expand your data reach and improve communications between the CFO and CXO.

Garrett Dennie, CFO, **Knix**
Regina Warga, VP of Client Experience, **NY Life Insurance**

Aaron Thomson, Founder & CEO, **RedSlacks**

MODERATOR

1:05 PM INDUSTRY EXPERT: OMNI CHANNEL STRATEGY

Building and evolving an omnichannel strategy

In today's changing market, having an end-to-end, insightful VOC program has never been more important, but where do you start? Join us as OLG shares insights, best practices, and lessons on standing up an omnichannel CX program. Take away actionable plan on:

- How to expand your program throughout your organization and across listening platforms to influence stakeholders
- The importance of capturing end to end feedback to drive actionable and continuous feedback
- Key learnings and lessons on starting a CX program from the ground up, along with what is next on the roadmap

Ryan Lazar, Country Manager, **Qualtrics Canada**
Kim Clark, VP, Lottery & Customer Success, **OLG**
Craig Stoss, Director, CX, **Partner hero** **MODERATOR**

AGENDA - DAY 2

Thursday, May 30, 2024

1:35 PM NETWORKING LUNCH: DELVE INTO CX CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest CX issues**
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2:30 PM FIRESIDE: FINANCIAL EVOLUTION

Empowering Consumers with Digital CX

It is significant to keep in mind the criticality of trust and credibility when building a whole new consumer product. Take away actionable strategies to build a system which:

- Builds a platform quality and UVP: fostering education, transparency, and giving consumers the tools, they need to make informed decisions through CX and UX design attributes
- Empower your customers to make these critically important financial decisions on their own.
- Finds the delicate balance of guiding consumers through your process, eliminating friction, demonstrating alignment, and ultimately empowering them to decide whether this product is what's best for them and their own financial situation.

Integrate a new approach to home finance CX and UX, contrasting to the legacy experience many homeowners (new or existing) have when seeking financing.

Corby Fine, VP, Digital Marketing & Performance, **IGM Financial Inc.**
Aaron Thomson, Founder & CEO, **RedSlacks** MODERATOR

3:00 PM FIRESIDE: CUSTOMER EXPERIENCE HIERARCHY OF NEEDS

3 vital strategies to create a customer experience program that fulfills business requirements, satisfies your customers and pushes your organization forward.

Felipe Chamorro, Growth Strategist - North America, **OPINATOR**

3:30 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT CX EXPERTS

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- Meet one-on-one with leading solution providers to **discuss organizational hurdles**
- **Brainstorm solutions** and gain new perspectives and ideas

4:00 PM FIRSIDE CASE STUDY: DIGITAL TRANSFORMATION THROUGH STRATEGIC COLLABORATION

Futureproofing CX for Emerging Consumer Brands

As emerging consumer brands you must future-proof your customer experience by enabling digital transformation initiatives through strategic collaborations. Navigate through digital commerce trends and practical strategies for enhancing CX and driving growth in a resource-constrained environment.

- Navigate digital transformation in a challenging economic climate
- Drive digital growth through partnerships (5 mins)
- Building a unified tech stack (15 mins)

Roxanne Tsui, VP, Customer Experience & Digital Experience, **Kevalo Group**
Craig Stoss, Director, CX, **Partner hero** MODERATOR

4:30 PM FIRESIDE CHAT: DATA INTO ACTION

McGolden Feedback: Embedding the Voice of the Customer

As customers are faced with increasing cost pressures and navigating a new reality of high inflation and a rising cost of living, delivering on exceptional customer experiences is more important than ever. But how can businesses ensure that the voice of the customer is at the forefront and business decisions are made with the customer in mind? This session will discuss innovative ways to embed the voice of the customer across businesses and among senior leaders. Take away actionable strategies on

- How to embed the voice of the customer in an organization – tips on promoting your work and influencing to embed the voice of the customer laterally and with leaders
- Going beyond survey data to bring a department closer to customer experiences – so much of CX is thought to be numbers on a page, but bringing real human stories to life is critical
- Examples of work that enables leaders to build empathy with customers and crew
- Leveraging innovative tools to connect with customers and crew and turn insight into action

Bring real customer voices into the work and humanize projects

Dana Grinshpan, Global Customer Experience Insights Lead, **Mc Donalds**
Aaron Thomson, Founder & CEO, **RedSlacks** MODERATOR

5:00 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.

Aaron Thomson, Founder & CEO, **RedSlacks** MODERATOR

5:15 PM CONFERENCE CONCLUDES

“

“Amazing experience. Wonderful to see various industries focused on the client experience and a great opportunity to learn from industry experts. Speakers and presenters were very engaging and passionate about their business and areas of expertise.”



“

“Like the “wow” moment we’ve come to expect from movies, each presentation has provided a golden nugget that can be integrated in any business model to drive improvements in the customer experience.”



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“Great insights. Good variety of topics and different points of view on the customer experience.”



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“Excellent speakers. Provided a wide array of insights. Good diverse views.”



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“I was very pleased with the variety of perspectives on customer experience we were able to hear about based on presenters with a wide range of backgrounds and expertise.”



“

“Excellent presentations. Very informative and a good variety.”





Customer Experience Strategies Summit

May 29 & 30, 2024
Hotel X, Toronto

This unique summit convenes industry leaders and innovators to address the most pressing challenges in CX and CS, while offering cutting-edge solutions.

ENHANCE YOUR 2024 CX STRATEGY:

Secure your spot now to elevate your 2024 CX plan of action. Gain insights into critical CX aspects and understand the direct links between customer experience improvements and profitability. Learn how to optimize cause-and-effect relationships to drive business success.

HARNESS ANALYTICS AND AI FOR SMARTER DECISIONS:

Don't miss the chance to combine the power of analytics and artificial intelligence. Discover how these technologies can empower your organization to make smarter decisions at scale, leading to more efficient operations and enhanced customer experiences.

BOOST BRAND VALUE AND FINANCIAL RETURNS:

Invest in top-notch CX strategies to elevate your brand value and drive long-term financial gains. Explore how prioritizing customer experience can positively impact your bottom line and enhance customer loyalty.

STRATEGICALLY ALIGN CX WITH DIGITAL TRANSFORMATION AND MARKETING:

Confirm your attendance to learn how to strategically align CX initiatives with digital transformation and marketing efforts. Prepare your organization for the future by creating seamless and boundless customer experiences across all touchpoints.

MONETIZE CX STRATEGIES AND INCREASE CONVERSIONS:

Discover how to devise and monetize the strategic value of customer experience. Explore techniques to increase conversions and drive revenue growth through enhanced CX practices.

GAIN INSIGHTS FROM INDUSTRY LEADERS:

Network and learn from over 40 senior CX executives sharing best practices and innovative approaches. Take advantage of this opportunity to leave with actionable insights and real-world strategies to implement within your organization.



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