



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.


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Speaker Preview

... AND MANY MORE!



Matthew Cowling
VP
Marketing & Growth
Paramount+



Jessica Gale
EVP
Harry Rosen



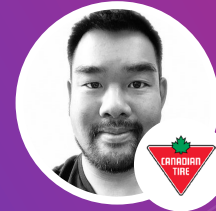
Carlo Savino
VP
Lenovo USA



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



Corby Fine
VP
Digital Marketing &
Performance
IGM Financial Inc



J'Maine Chubb
CFO
Greater Toronto Airports
Authority



Katie Mares
Co-Owner
Permashield USA



Sumon Acharjee
CIO
City of Markham



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.

9:00 AM KEYNOTE: 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: 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**

10:00 AM 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

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 FIRESIDE: 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
- Building trust throughout the digital journey
- Designing better contextual content/experiences that delight individual customers in all 'moments'

Enhance your customer experience using improved digital and mobile paths.

Michael Mak, AVP, Digital Product, Mobile, **Canadian Tire Corporation**

12:30 PM INDUSTRY EXPERT:

FIVE9

1:00 PM NETWORKING LUNCH: DELVE INTO CX CONVERSATIONS

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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**

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

3:00 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**

TRACK 2: B2B CX / CUSTOMER SUCCESS

3:00 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**

AGENDA - DAY 1

Wednesday, May 29, 2024

TRACK 1: AI / CX BEYOND 2024

3:30 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**

TRACK 2: B2B CX / CUSTOMER SUCCESS

3:30 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**

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

TRACK 2: B2B CX / CUSTOMER SUCCESS

4:30 PM PRESENTATION: PERFORMANCE METRICS VS CX METRICS

How To Measure Success Through Customer Eye Using AI

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

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

Kelly Flatow, Head of Events Group, **NBA USA**
Leah MacNab, Managing Director, **NBA Canada**

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!

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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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**

TRACK 1: DIGITAL TRANSFORMATION

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

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

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**

10:00 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** MODERATOR

TRACK 1: DIGITAL TRANSFORMATION

10:30 AM PRESENTATION: USING AI TO INCREASE PDP CONVERSION HOW TO INCREASE CONVERSION RATE ON PDPS BY UPTO 15% WHILE ALSO SAVING TIME

Tom McKenna, CEO, **Ocula Technologies**

TRACK 2: CUSTOMER OBSESSION

10:30 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:

- 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**

AGENDA - DAY 2

Thursday, May 30, 2024

11:00 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:

- 1. Customer Perception:** Delve into the perception of customer emotion at each interaction.
- 2. Travel Industry:** Make every experience unforgettable on a digital platform.
- 3. Ecommerce:** Enhance customer and seller experiences.
- 4. Financial Services:** Leverage customer intelligence you can bank on.
- 5. Retail:** Create retention-driving retail experiences for a hybrid model.
- 6. Technology Applications:** Identify areas of improvement in digital transformation.
- 7. Generative AI:** 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

Embracing AI for Efficiency and Personalization

Generative AI is out there and it's shaping a new era for Contact Centers (CC). Transitioning from a nice-to-have thing to the CC core. Detecting the next best token is just the tip of the iceberg, however,

- Unlock better and more personalized conversational experiences, augmenting agents' roles, automating repetitive tasks and much more through this technology.
- Provide simple instructions based on natural language that runs on top of big amounts of branded data.
- Measure and control the outcomes at scale to meet the demands of such power with new tools and techniques to observe,

Pedro Sa Silva, Principal AI Product Manager, **Talkdesk**
Michael Pointer, Sr. AI Strategic Sales Specialist, **Talkdesk**

TRACK 1:

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:

TRACK 2:

12:30 PM CASE STUDY: 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

- 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**

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.

J'Maine Chubb, CFO, **Greater Toronto Airports Authority**
Garrett Dennie, CFO, **Knix**

1:00 PM INDUSTRY EXPERT: CUSTOMER EXPERIENCE AND HUMAN IMPACT

Embrace User-Centric Design to Transform Virtual Healthcare

Virtual healthcare isn't just a convenient and accessible way to deliver services. It's also a powerful tool that can be used to address the challenges and needs of any demographic group. Create a virtual health clinic app that provides integrated care and support for youth aged 12 to 24 by using user-centric, agile development. Take away actionable strategies to:

- Apply design thinking and user research to understand the reality and pain points of our target audience, and develop solutions that fit their needs and preferences
- Design and test engaging, human-centered experiences that increased user registrations, interactions and outcomes by three times in two years
- Use innovative technology and collaboration to overcome barriers, close gaps and create positive social impact for young people and their communities

Employ user-centric design to build a better working world for your customers, and beyond.

Matthew Cowling, VP, Marketing & Growth, **Paramount+**
Jessica Gale, EVP, Chief Customer Officer, **Harry Rosen**

AGENDA - DAY 2

Thursday, May 30, 2024

1:30 PM NETWORKING LUNCH: DELVE INTO CX CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest CX issues**
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2:00 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

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TRACK 1: DIGITAL TRANSFORMATION

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.**

TRACK 2: CUSTOMER OBSESSED CULTURE

2:30 PM FIRESIDE:

Looking Through Customer-First Lens to Create an Altruistic Business Model

It is significant to become an insight driven organization and center strategy around customer needs. Master strategies to:

- Driving change by setting the vision and building followership to future-proof organizations with a customer-centric approach
- Leaning into technology
- Become an enabler of change within the organization, and as an experience driver for customers.

3:00 PM FIRESIDE: THE NEW ERA OF CX EXCELLENCE

Embrace User-Centric Design to Transform Virtual Healthcare

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

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

4:00 PM INDUSTRY EXPERT: AI INTERFACE DESIGN

How to Design AI Interfaces for Your UI

It is now important that AI intertwines with the fabric of creation, communication, and design consumption. Conjure "Increasing Engagement" with AI tools that transport users into immersive realms of wonder and interaction. Develop a blueprint to create:

- Personalized and adaptive content that embraces each user, captivating them in a delightful digital experience
- A harmonious symphony of engagement, where users become protagonists and feel empowered
- A user interface that stands out as a diligent assistant, automating and optimizing aspects of the design process

Design a path of AI interfaces that navigate the intricate landscape of ethical, social, and technical complexities that arise from harnessing the power of AI technology.

OPINATOR

4:30 PM FIRESIDE CHAT: DATA INTO ACTION

Navigate through Customer Feedback, Provide Best-In-Class Digital Experience and Increase Your ROI

As the shift to digitalization continues, businesses understand the importance of providing a frictionless journey to their customers. Increase digital sales and win over your customer's loyalty by raising positive brand awareness. Take away an action plan to:

- Manage a digital business and brand, ensuring a business delivers the best customer experience
- Gather data effectively and analyze customer satisfaction across segments, channels, behaviours, and demographics
- 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.

Bring real customer voices into the work and humanize projects & translate "best-in-class" to dollars

Dana Grinshpan, Global Customer Experience Insights Lead, **Mc Donalds**

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.

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.”



“

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



“

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



“

“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.



**RSVP
TODAY**