

The 11th Annual Customer Experience Conference
26th February 2026 | BMA House, Tavistock Square, London, WC1H 9JP



Welcome To The Customer Experience Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



<https://thecustomerconference.com/> | +44 (0)20 3479 2299

08.15 Registration, Informal Networking & GIC Welcome

09.00 Morning Chair's Opening Remarks

Andrew Fox, Head of Marketing, **Aviva**



Customer Expectations In 2026 & Beyond – Panel & Q&A

09.10 Anticipate Tomorrow's Customer Demands With Agile, Insight-Driven CX Strategies Today

- Are you ready for what's next in CX? How are you anticipating evolving customer expectations, from shifting loyalty drivers to demands for seamless, cross-channel experiences?
- What emerging tech is worth your investment? Can you distinguish between hype and truly transformative tools like AI and predictive analytics to future-proof your CX strategy?
- How are leading brands building agile CX operations that not only withstand disruption but prove CX's value as a strategic, revenue-generating force at board level?

Alexandra Barkshire, Director, CX Development & Insights, **Mandarin Oriental Hotel Group**



Louise Seston, Head of Marketing, Healthcare, **Boots UK**



Jo Handley, Global Head of In Store Customer Experience, **Astrid & Miyu**



Mark Winfield, Director of Customer Experience Optimisation, **Barclays**



End-To-End Omnichannel

09.40 Build Seamless, Practical & Elevated Omnichannel Journeys That Truly Work For Your Target Customers

- Omnichannel doesn't just mean digital! Leverage in-person experiences in your CX strategies to create consistency across demographics, build deeper brand loyalty and unlock a full omnichannel experience
- With so many channel options, what experiences are your customers having with your brand? How are you maximising strategic experience design across multiple touchpoints to ensure customers enjoy a smooth journey no matter their start point?
- Leverage UX insights to elevate omnichannel experience and uncover consistent seamless personalised experience across various touch points where your customer feels connected
- Equip yourself with practical strategies which bring true omnichannel to life, giving customers real convenience while improving operational efficiencies and satisfaction

Stuart McLay, Head of Retail, **National Express**



Customer Journeys Case Study

10.00 What Steps Can You Take Today To Elevate Your Customer Journeys Tomorrow?

- Deep dive into how to stay competitive through reimagining customer journey strategies to meet the needs of today's customers
- Redesign critical moments that drive satisfaction, trust, and spend by combining behavioural data, customer feedback and tools like heatmapping
- Ensure a seamless, connected experience by mapping emotional touchpoints and streamlining handoffs across channels

Viviana Labianca, UX & CRO Lead, **Furniture Village**



AI For Smarter Growth

10.20 AI For Smarter Growth: Turning Omnichannel Spend Into Measurable ROI

- Modernise Your Stack: Unify customer data across digital and physical touchpoints, leaving siloed legacy tools behind.
- Automate Impact: Orchestrate the perfect message on the optimal channel to turn marketing spend into hard ROI.
- Predict for Growth: Shift from reactive to proactive by predicting the customer's next best action for both digital campaigns and front-line staff.

Sam Kwapong, Lead Product Manager, **Treasure Data**



Meet the Intelligent CDP, Powered by AI

30% +

increase in conversion rates
with AI and real-time
personalization.

- 20%

in marketing spend through
AI-powered targeting and ROI.

35% +

boost in customer retention
with improved customer
service experiences.



**THE ROLE OF AI, DATA
AND PERSONALISATION
IN TRANSFORMING
CUSTOMER EXPERIENCE**



Scan to learn how global brands are harnessing
the power of AI, and delivering personalised
experiences at scale.

10.35 Morning Refreshment Break With Informal Networking

How AI-Driven Workflow Automation Transforms Modern CX

11.05 From Noise to Outcomes: How AI-Driven Workflow Automation Transforms Modern CX

- Customer expectations are rising faster than most organisations can keep pace with, and the gap between CX leaders and those falling behind is widening. Although 85% of consumers are open to automation, many brands still grapple with manual workflows, fragmented processes, and AI initiatives that never progress beyond the pilot stage.
- In this session, Tony DeGruttola, Director of Solutions Consulting at Verint, examines why traditional approaches are no longer sufficient and how organisations can unlock measurable value by automating micro-workflows across the CX ecosystem.
- Drawing on new consumer insights and real-world examples, Tony will outline where automation delivers the greatest impact from self-service to real-time agent assistance and how leading brands are using Verint's differentiated AI to achieve stronger, faster, and more measurable outcomes. Attendees will leave with a clear roadmap for defining their CX workflows, identifying automation opportunities, and accelerating time-to-value in an increasingly competitive digital landscape.

Tony DeGruttola, Director, Solutions Consulting, **Verint**



VERINT.

Actionable AI – Panel & Q&A

11.20 Move Past The Theory Of AI & Automation With Proven, Practical & Powerful Insights For Effort-Saving But Effective CX Strategies With Impact

- How can you strike the right balance between AI efficiencies and human empathy in customer interactions?
- Lessons learned... what AI initiatives didn't work as expected and what lessons can other organisations learn from these experiences?
- How can you create seamless AI-powered experiences across all customer touchpoints and channels?
- How can you implement AI in customer experience while meeting ethical standards and regulatory requirements?

Zeke Wu, Global CRM Program Manager, **Nissan Motor Corporation**



Giulia van den Winkel, Conversation Designer, **GetYourGuide**



Neal Silverstein, Head of Technology Customer Services, **Specsavers**



Tammy Martin, Head of Connected Customer Xperience, **NatWest Group**



Eifion Lloyd, Senior Manager – Customer Enablement & Strategy, **Openreach**



openreach

Sharon Johnston, Managing Director, **CCA Global**



AI Is Becoming A Commodity

11.50 AI Is Becoming A Commodity. Judgement Is Not

- In three years, every brand will have AI powering content, journeys, and personalisation. The tooling gap will close, where AI capability becomes infrastructure.
- So what wins? Not speed. Not automation. Not who deploys first. When creation becomes effortless, weak thinking scales faster. AI doesn't remove bias, it amplifies it. It turns assumptions into production-ready customer experiences at scale.
- The competitive edge will belong to organisations with stronger cognitive discipline: teams that build shared customer understanding, challenge their own thinking, refine their prompts, and rigorously judge AI outputs before they amplify them.
- AI makes it easy to build, but it does not make it easy to be right, and in the AI era judgement is the moat.

Duncan Shingleton, Vice President, Product Strategy, **UserTesting**



User Testing

Demographics Of Perfect CX

12.05 Unlock Tailored CX Strategies By Aligning Experiences With Demographic & Behavioural Insights To Increase Satisfaction & Drive Meaningful Engagement

- Perfect CX isn't one-size-fits-all! Tailor experiences to different customer needs and mindsets, without shoehorning, across demographics to deliver real personalisation that drives engagement and experience
- Boost satisfaction and long-term value by aligning CX, brand personas and different demographic expectations
- Understand what different generations value in experience! From the vast span of Gen Z's digital-first habits to Gen X's appreciation of personal, tactile service, aligning to preferences means deeper loyalty and increased spend
- Explore hyper-personalisation beyond age or segment by using behavioural cues and content engagement to create smart, relevant experiences without overstepping trust or privacy

Kawaldeep Anand, Head of Product – Online Customer Experience, **Tesco**



Measuring Success: Metrics & Data

12.25 Measure What Matters & Prove CX Impact With Evolving Metrics & Balancing Data For True Customer Satisfaction

- When putting together a business case where you are recommending a large spend, with long-term gain, how are you equating that satisfaction and proving that it's generated revenue?
- The CX landscape is changing, and so are the metrics... what are the measurements that are going to mean something to the boardroom? Unlock how to adapt and measure, to avoid missing the real drivers of satisfaction and engagement
- Questioning NPS or just reporting it? How can you maintain high NPS scores and ensure that they are truly reflective of customer satisfaction? Deep diving into behavioural and journey-based metrics alongside traditional measures to reveal true CX drivers.
- Uncover how leading brands are obtaining and leveraging customer data to power CRM campaigns, personalise experiences, and build a deeper understanding of their customers at every touchpoint
- What's the right amount of customer data to collect? Enough to fuel a powerful CX strategy but not so much that it exposes your business to unnecessary risk? Strike the balance to drive innovation while protecting privacy and trust

Jana Kreissig, CX Insights Expert, **Porsche AG**



PORSCHE

Doris Kauffmann, Manager Customer Research & CX Insights, **Porsche AG**



PORSCHE

12.45 Topic Generation Form Submission

We would love to hear your thoughts on potential topics or ideas of one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks!

12.50 Lunch & Informal Networking For Speakers, Delegates & Partners

13.50 Afternoon Chair's Opening Remarks

Sabina Onwuka, Head of Customer Services, **London Borough of Barking and Dagenham**



Next-Gen Personalisation – Panel & Q&A

14.00 Deep Dive Into Hyper-Personalised Journeys That Resonate, Convert & Earn Lasting Trust

- Step into next-gen personalisation and discover how to determine the line between privacy vs. personalisation to offer personalisation whilst ensuring long-term customer trust
- Deep dive into AI-powered personalisation tactics from styling tools and content discovery to AI customer service, and build frameworks to implement hyper-personalised experiences to improve customer experience and retention
- What does the perfect personalised customer experience look like?
Leverage insights to stay ahead of the curve and make sure you are treating customers as individuals, and building that emotional connection to ensure you go that extra mile for customers

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Ash Madhav, Head of Customer Insight & Engagement, **The Diamond Store**



Suraj Nagaraj, Head of Product – Loyalty & Customer Experience, **Tesco**



Beyond The Buzzwords

14.30 Beyond The Buzzwords: Why Process Is Your Greatest Asset

In an era dominated by buzzwords like AI and automation, it's easy to believe that technology alone holds the key to a brilliant customer experience. This session cuts through the noise to argue that the real differentiator isn't the flashiest tech, but the underlying business process. Discover why a well-designed process is the first and most critical step toward meaningful transformation and consistently delivering the outcomes your customers truly want.

Hannah Stirrett, Director of Marketing & Communications, Capita Experience, **Capita**





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Nationwide Case Study

14.45 Purpose Lead Customer Experience In Our Mediated (Front Line) Channels

Victoria Hamilton, Customer Contact Director, **Nationwide**

The Nationwide logo, featuring a red stylized 'n' icon followed by the word 'nationwide' in white lowercase letters on a dark blue background.

Mark Brayton, Branch Network Director, **Nationwide**

The Nationwide logo, featuring a red stylized 'n' icon followed by the word 'nationwide' in white lowercase letters on a dark blue background.

CX Problem-Solving

15.05 Deep Dive Into Everyday Frustrations Which Can Ignite Your Creative Problem-Solving Abilities

Ty-John Roberts, Lead UX Designer, **Citi**

The Citi logo, featuring a red arc above the word 'citi' in blue lowercase letters.

The Symphony of CX

15.25 The Symphony of CX: Composing For The Customer Era

In the Customer Era, experience isn't something brands control – it's something customers shape. In this keynote, Kaustav Bhattacharya, CTO, Inviqa, explores how organisations can move from fragmented activity to coherent CX orchestration, aligning promise with delivery through composable platforms, data and AI. The goal isn't perfection, but experiences that feel intentional, adaptive and genuinely human.

Join Kaustav as he brings this to life through clear thinking, practical insight and real-world examples. Kaustav explores what's shaping exceptional customer experiences today – and how organisations can ensure they're playing the right notes, at the right tempo, for the only conductor that matters: the customer.

Kaustav Bhattacharya, Chief Technology Officer, Inviqa



15.40 Evaluation Form & Feedback

We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!

15.45 Afternoon Refreshment Break & Informal Networking

A photograph of two women hugging in a locker room. The woman on the left is wearing glasses and a white shirt, while the woman on the right is wearing a red top. The background shows lockers and a red patterned wall. The INVIQA logo is in the top right corner.

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Optimising Digital CX – Panel & Q&A

16.15 Leverage Practical Strategies To Personalise, Optimise & Humanise Digital Journeys Across Every Touchpoint

- Digital transformation isn't just a buzzword! Cut through the jargon to unlock true digital evolution, from strategy to implementation, with practical metrics that move beyond NPS fatigue
- How are leading brands blending AI, experimentation, and human insight to fine-tune UX, personalise journeys, and drive continuous optimisation across web, app, and emerging platforms?
- Are your digital experiences inclusive, intuitive, and insight-driven? Deep dive into how top brands are using real-time data, accessibility principles, and customer behaviour signals to design journeys that truly resonate

Julie Su, Global Customer Journey Team, **Nissan Motor Corporation**



Ali Saker, Ecommerce Customer Journey Strategy Manager, **B&Q**



Aswin Peter, Senior Product Lead – Customer Experience & Product Strategy, **British Gas**



Changes In Consumer Habits – Cost Of Living Crisis

16.45 Adapt To Shifting Mindsets & Navigate Spend, Sentiment & Small Luxuries In An Uncertain Economy

- With economic uncertainty rising, customers' shopping habits are shifting faster than ever! Discover how adapting your CX approach to meet new needs ensures you stay relevant and responsive in a more price-sensitive market
- The customer is changing... are your strategies agile enough? The lipstick effect is being seen increasingly with smaller luxury purchases, customers are trading down but not opting out, delve into ways you can meet emotional needs while maintaining brand engagement and driving spend in new ways
- During economic downturn nostalgia is seeing an upturn, how are you drawing from your past to support your customer in the present? Tap into brand heritage and emotional storytelling to strengthen connection and trust when customers need it most

Nick King, Market Research Director, **Autotrader**



17.05 Afternoon Chair's Closing Remarks

Sabina Onwuka, Head of Customer Services, **London Borough of Barking and Dagenham**

