MANCHESTER

CUSTOMER EXPERIENCE

ENGAGING JOURNEYS, REAL RESULTS

12TH NOVEMBER 2026

OFFICIAL EVENT PROGRAMME

Welcome To The Customer Experience Conference

Thursday 12th November 2026

Manchester Marriott Hotel Piccadilly

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

gic GLOBAL INSIGHT CONFERENCES

THE DAY AT A GLANCE

Programme Overview

08.30	Registration & Informal Networking
09.00	GIC Welcome & Morning Chair's Opening Remarks
09.10	KEYNOTE: AI IMPLEMENTATION Cut Through The AI Noise
09.30	PANEL DISCUSSION & Q&A: AI IN PRACTICE From Pilot To Production
10.00	KEYNOTE: THE BALANCE BETWEEN AUTOMATION & HUMAN INTERVENTION Empathy Or Efficiency
10.20	Trust Is A Leading Indicator
10.35	Networking Break & Refreshments
11.05	KEYNOTE: CUSTOMER VOICE & PERSONALISATION Listen, Learn & Personalise At Scale
11.25	PANEL DISCUSSION & Q&A: OMNICHANNEL & CUSTOMER JOURNEY DESIGN Seamless By Design
12.05	KEYNOTE Predicting The Future To Remove Customer Journey Friction
12.25	Networking Lunch
13.00	PEER-TO-PEER DISCUSSIONS | LUNCHTIME ROUNDTABLES Tackle Your Most Pressing CX Challenges In Small, Senior Groups & Leave With Practical Ideas You Can Act On Immediately
13.25	Afternoon Chair's Opening Remarks
13.30	KEYNOTE Closing the Distance
13.50	ACADEMIC RESEARCH SUMMARY Choosing The Right Voice Model For Your Product
14.10	Love at First Open
14.25	KEYNOTE: CUSTOMER EXPECTATIONS Know Exactly What Your Customers Expect In 2026 & Beyond – & Build The Capability To Consistently Deliver It Before A Competitor Does
15.05	Networking Break & Refreshments
15.35	KEYNOTE: BEHAVIOURAL DESIGN Understand How Your Customers Actually Think
16.15	PANEL DISCUSSION & Q&A: VALUE & MEASUREMENT Move From Measurement To Mastery
16.40	CASE STUDY Interactive User Journey Maps For Better Stakeholder Engagement
17.00	CLOSING KEYNOTE: STRATEGIC CX LEADERSHIP Connect The Dots
17.20	Chair's Closing Remarks & Close Of Conference

FULL PROGRAMME

Sessions & Speakers

08.30 REGISTRATION & INFORMAL NETWORKING

09.00

WELCOME

GIC Welcome & Morning Chair's Opening Remarks

MORNING CHAIR

Adil Ladha
Senior Marketing Manager
Autotrader



09.10

KEYNOTE: AI IMPLEMENTATION

Cut Through The AI Noise: Identify The Use Cases That Actually Deliver ROI, Avoid The Pitfalls That Cost Others Dearly & Build An Implementation Roadmap That Works In The Real World

- Benchmark your organisation's AI readiness honestly and identify the exact next steps relevant to your stage without wasting resource on initiatives that won't land
- Examine the use cases that have generated tangible returns: AI-assisted transcription, predictive routing and agentic workflows – and the ones that looked good on paper but failed in practice

- Understand why the most successful implementations complement human judgment rather than replace it, and how to communicate that distinction compellingly to a sceptical board
- Leave with a prioritised shortlist of quick wins you can implement within 90 days without major capital investment or a full-scale technology overhaul

SPEAKER

Su Mawdsley
Group Head of Compliance & Customer Experience
Chapelhouse Motor Group



chapelhouse
Where our name means a great deal

09.30

PANEL DISCUSSION & Q&A: AI IN PRACTICE

From Pilot To Production: Real Organisations Share What Actually Happened When They Deployed AI In Customer-Facing Operations – Including What Went Wrong!

No polished PR. No vague future-state visions. This candid panel brings together practitioners who have lived through AI implementation – from the wins to the expensive missteps – so you can learn faster and fail less.

- Hear first-hand accounts of AI rollouts in contact centres, onboarding flows and self-service environments – what the metrics looked like before, during and after
- Understand the governance and data-quality issues that derailed deployments and the organisational changes needed to course-correct
- Interrogate the ROI question: which AI investments paid back, which did not, and how to build a credible business case that will survive CFO scrutiny

PANELLISTS

Paul Gernon
Head of Customer Service
Travelodge Hotels Limited



Ellina Morits
Principal UX Designer
Racing Buddy



Bev Bartlett
Group Head of Digital Care
Vodafone



10.00

KEYNOTE: THE BALANCE BETWEEN AUTOMATION & HUMAN INTERVENTION

Empathy Or Efficiency: Balance AI, Automation & Human Interaction To Deliver Experiences That Feel Fast, Frictionless & Emotionally Intelligent

Hear how Tesco Bank have amplified customer-centricity within its colleague base by embedding its ‘mutual model’ within the very core of its strategy.

From building more meaningful insight, to embedding a customer journey mindset, and encouraging all colleagues to feel what customers feel, this session will cover the steps Tesco Bank has taken and the benefits it is seeing.

- Navigate where brands should prioritise efficiency and where human touchpoints still matter most as automation accelerates
- Deep dive into high-emotion, high-value and high-risk interactions where empathy, judgement and trust remain critical differentiators
- Uncover how AI copilots and automation tools are empowering frontline teams by surfacing customer context and enabling employees to focus on high-impact interactions
- Leverage practical frameworks to decide when automation enhances CX and when over-automation risks triggering disengagement

SPEAKER

Elaine Taylor
Product Owner – CX Platforms
Tesco Bank



10.20

SESSION

Trust Is A Leading Indicator: Predicting Customer Revenue Impact

Most CX metrics, like NPS, tell you what has happened, but not why or what comes next. This session explores trust as the leading indicator that predicts what customers will do and shows how to turn it into Customer Revenue Impact: a clear view of what to fix first and the revenue each fix will drive.

- Understand why satisfaction scores lag behaviour, and how trust shifts before customers leave, switch or spend less

- Explore how to measure trust in the feedback you already collect, from survey verbatims and complaints to reviews and call transcripts
- Learn how Customer Revenue Impact ranks fixes by revenue at stake, giving you a board-ready case for CX investment

SPEAKER

Chris Johnston
Founder and CEO
Adoreboard



Adoreboard
TURN CUSTOMER EXPERIENCE INTO REVENUE IMPACT

10.35 NETWORKING BREAK & REFRESHMENTS

11.05 KEYNOTE: CUSTOMER VOICE & PERSONALISATION

Listen, Learn & Personalise At Scale: How To Capture The True Voice Of Your Customer Today & Translate It Into Hyper-Relevant Experiences That Retain, Delight & Grow

- Build a VoC programme that goes beyond surveys – capturing signals from every interaction, channel and touchpoint to build a complete and dynamic picture of customer sentiment
- Understand how to close the loop effectively: turning customer feedback into visible, communicated action that rebuilds trust and demonstrates you are genuinely listening
- Explore how leading organisations are using AI-driven personalisation to deliver the right message, offer and experience to the right customer at the right moment – without it feeling intrusive

- Identify the common traps that undermine personalisation programmes – data siloes, consent gaps and generic segmentation – and the practical steps to overcome them

SPEAKER

Emma Collins
Head of Brand & Marketing
Hobbycraft



11.25

PANEL DISCUSSION & Q&A: OMNICHANNEL & CUSTOMER JOURNEY DESIGN

Seamless By Design: Orchestrate Connected Omnichannel Journeys, Strengthen Emotional Connections & Eliminate The Friction That Is Quietly Costing You Loyalty Every Day

- Map where omnichannel journeys break down in practice – the handoff failures, context losses and channel-switching moments that erode satisfaction and drive churn
- Use behavioural data, VoC insight and journey analytics to redesign the critical moments that impact trust, spend and long-term loyalty
- Explore how AI-powered routing, unified customer data platforms and real-time orchestration are closing the gaps that legacy infrastructure left open
- Streamline handoffs between departments, platforms and channels to create one continuous, emotionally intelligent experience – not a series of disjointed interactions

PANELLISTS

Philip Purdy
Head of Customer Happiness
Yoto



Joyce Fung
Senior End to End Customer Experience Designer
Sainsbury's



Danielle Walker
Senior UX Designer
Lloyds Banking Group



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



Louisa Brand
Customer Marketing Lead
Utility Warehouse



Max Holland
CRM Lead
Fanatics



Emily Cowburn
CRM Lead
Fanatics



12.05

KEYNOTE

Predicting The Future To Remove Customer Journey Friction

- Friction is the enemy of every customer journey – for customers and those that serve your customers
- Will new AI components reduce friction or increase it? What happens to all the extra data?
- Digital businesses must look forward, not backwards
- The ‘Happy Path’ approach to journey design is not fit for purpose. Journeys have to be built for cohorts of one

— Real examples of applying these philosophies in customer acquisition and retention

SPEAKER

Mike Young
CIO
PrinSIX



12.25 NETWORKING LUNCH

13.00

PEER-TO-PEER DISCUSSIONS | LUNCHTIME ROUNDTABLES

Tackle Your Most Pressing CX Challenges In Small, Senior Groups & Leave With Practical Ideas You Can Act On Immediately

Delegates self-select into one of three discussion groups. These informal, off-the-record conversations uncover real challenges, share honest experiences and generate actionable ideas. Feel free to reshuffle midway to maximise new connections.

Discussion 1

Managing CX Across Multiple Markets: How Do You Build A Coherent Global Strategy Without Losing Local Relevance?

— What works as a universal CX principle and what needs to flex market by market – from language to regulatory context to consumer behaviour

— How do you maintain a consistent brand promise when your frontline teams are geographically dispersed and culturally diverse?

Discussion 2

How Do We Govern AI Without Slowing The Organisation Down? Balancing Innovation, Data Ethics & Regulatory Compliance

- What governance structures are organisations actually putting in place – and what has failed in practice?
- How do you QA an AI agent the way you QA a human one: call monitoring, scoring, coaching and continuous improvement?

Discussion 3

CX Leadership: What No One Shares – Practical Experience Exchange For Those In Leadership Roles

- How do you build credibility quickly when you're inheriting someone else's strategy, team and metrics?
- How do you manage up and across: making the case for CX investment to a board that sees it as a cost rather than a driver of revenue?

SPEAKER

Simone Woodrow
Head of Customer Experience Ambition, Equalities & Extra Support
HM Revenue & Customs



HM Revenue & Customs

13.25

WELCOME BACK

Afternoon Chair's Opening Remarks

AFTERNOON CHAIR

Elaine Taylor
Product Owner – CX Platforms
Tesco Bank



13.30

KEYNOTE

Closing the Distance: Practical Steps To Building Client Centricity Inside a Profit-Driven Business

Everyone says the customer matters. Almost nobody's job changes because of it. Here's how we started to close that gap.

- Why we stopped asking people to care and made the customer impossible to ignore
- A behind-the-scenes look at one initiative that brought customers and the business closer together, and how you can too
- What went wrong, and what we'd do differently
- Practical steps and a self-audit to bring customer centricity to your business

SPEAKER

Florence Lister
Senior Customer Experience Researcher
JPMorgan Chase & Co.



Adoreboard

Stop reporting scores.
Start predicting revenue impact.

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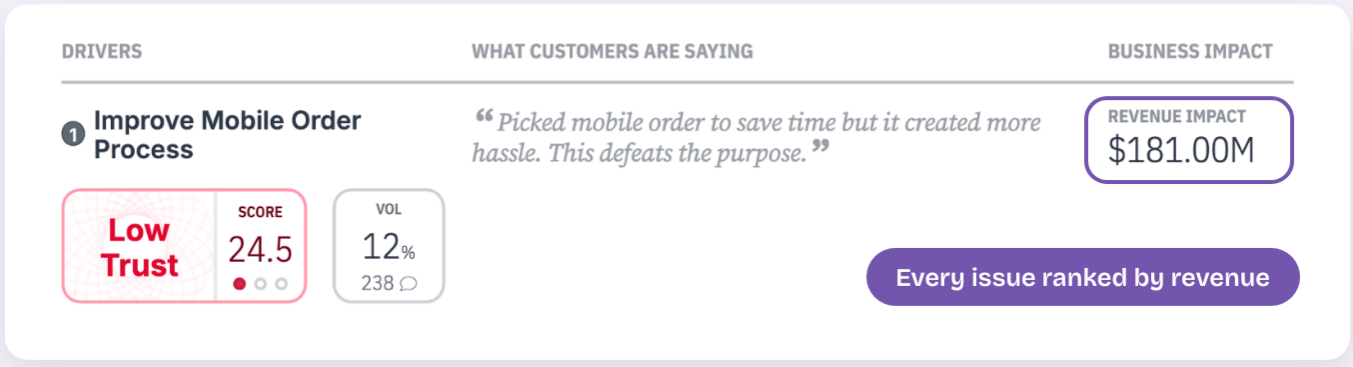
TRY IT NOW: THE CX REVENUE CHALLENGE

See what CX is worth in your sector

Pick your sector. Get a real example **CX Revenue Scorecard**.

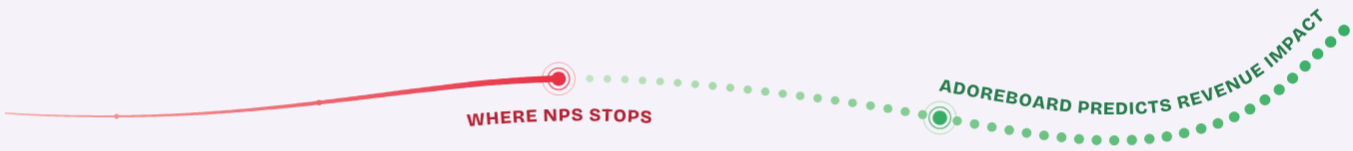
Scan to take the challenge

Then get a scorecard built on your own feedback



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13.50

ACADEMIC RESEARCH SUMMARY

Choosing The Right Voice Model For Your Product: Lessons From My Research On Voice Stereotypy

SPEAKER

Manoj Samuel
Senior User Experience Researcher
JPMorgan Chase & Co.



J.P.Morgan

University of Glasgow

14.10

SESSION

Love at First Open: The Moments That Matter. How Boden, Dr. Martens, Omaze and Natures Menu Turn Everyday Emails Into Experiences Customers Notice, Feel & Act On

- Every customer journey is full of emails people actually open: the welcome, the thank you for your order, the reminder that something is due, the renewal that keeps them with you for another year. So why do so many of these moments feel like admin, and what changes when one feels made for the person reading it?
- Understand how emotion turns a routine touchpoint into engagement, and engagement into loyalty, renewal and repeat revenue
- See what happens when the personalisation moves across the whole relationship, from the first welcome to the subscription that keeps arriving month after month, so every customer gets a moment made for them. And what do the results tell us?

- Leave with practical ideas CX, CRM and marketing teams can use straight away to make every step feel personal, keep customers coming back and renewing, without reaching for a bigger discount

SPEAKER

John Smith
Founder
Inlights.io



inlights.io

14.25

KEYNOTE: CUSTOMER EXPECTATIONS

Know Exactly What Your Customers Expect In 2026 & Beyond – & Build The Capability To Consistently Deliver It Before A Competitor Does

- Analyse the shifting landscape of customer expectations driven by digital acceleration, economic pressure and hyper-personalised experiences – and understand what the bar looks like today
- Identify the gap between what organisations believe they are delivering and what customers actually report experiencing – and the revenue leaking through that gap every day
- Explore how to use VoC data, real-time sentiment and behavioural signals to anticipate evolving expectations before they become pain points or reasons to churn
- Build an expectations-led CX strategy that is responsive to individual needs and scalable across complex, multi-channel operations

14.25 Perspective 1

Andrew Halloway
Head of UX & UI
British Heart Foundation



14.45 Perspective 2

Rawaa Shami
Head of Customer Comms & Experience
Ryanair



15.05 NETWORKING BREAK & REFRESHMENTS

15.35

KEYNOTE: BEHAVIOURAL DESIGN

Understand How Your Customers Actually Think: Apply Behavioural Science To Design Experiences That Reduce Friction, Build Trust & Drive Loyalty At Every Touchpoint

- Explore cognitive load theory, loss aversion, reciprocity and social – and map each directly to moments of friction or drop-off in your own customer journeys
- Understand why technically excellent products and services still fail customers – and how behavioural-led design catches what conventional UX research misses

- Work through a live scenario: identify the psychological barriers preventing customers from completing a target action and redesign the experience to remove them
- Leave with a reusable diagnostic toolkit you can apply to any customer touchpoint, digital or human, to identify where experience is costing you revenue

15.35 Perspective 1

Jess Drury
Senior UX Designer
Sky



15.55 Perspective 2

Michael Ajala
Senior UX Designer
Barclays UK



16.15

PANEL DISCUSSION & Q&A: VALUE & MEASUREMENT

Move From Measurement To Mastery: How To Build A Sophisticated CX Intelligence Function That Predicts Behaviour, Quantifies Value & Drives Boardroom Decision-Making

The organisations leading on CX are no longer just measuring satisfaction – they are building predictive intelligence capabilities that connect customer

behaviour to financial outcomes in real time. This panel explores what that looks like in practice.

- Interrogate the limitations of legacy measurement frameworks – and examine how leading organisations are replacing static reporting with dynamic, predictive CX intelligence
- Explore advanced methodologies: journey analytics, real-time sentiment modelling, churn prediction and lifetime value mapping – and how to sequence their adoption without overwhelming your team
- Learn how to build a measurement narrative that resonates at board level: connecting CX investment directly to retention rates, revenue growth and competitive differentiation
- Understand how AI is accelerating the speed of insight – from call analysis to behavioural pattern recognition – and where human interpretation remains the critical differentiator

PANELLISTS

Vanessa Milan
Head of Voice of the Customer
Cambridge University Press & Assessment



CAMBRIDGE UNIVERSITY PRESS & ASSESSMENT

Beatrice Maurizi
Group Senior Manager Digital Care
Vodafone



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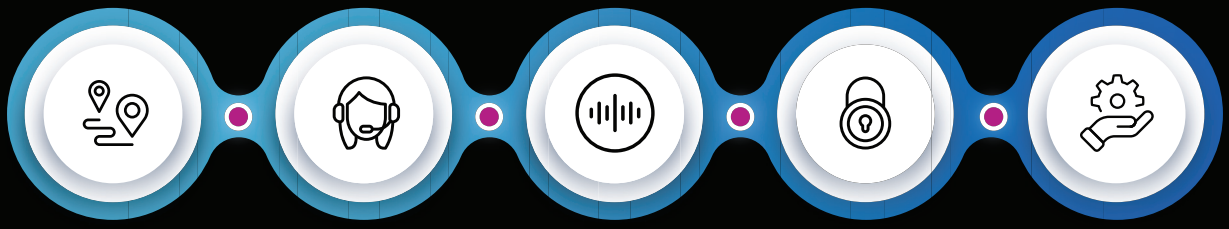
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EMPOWERING YOUR CUSTOMER EXPERIENCE TRANSFORMATION

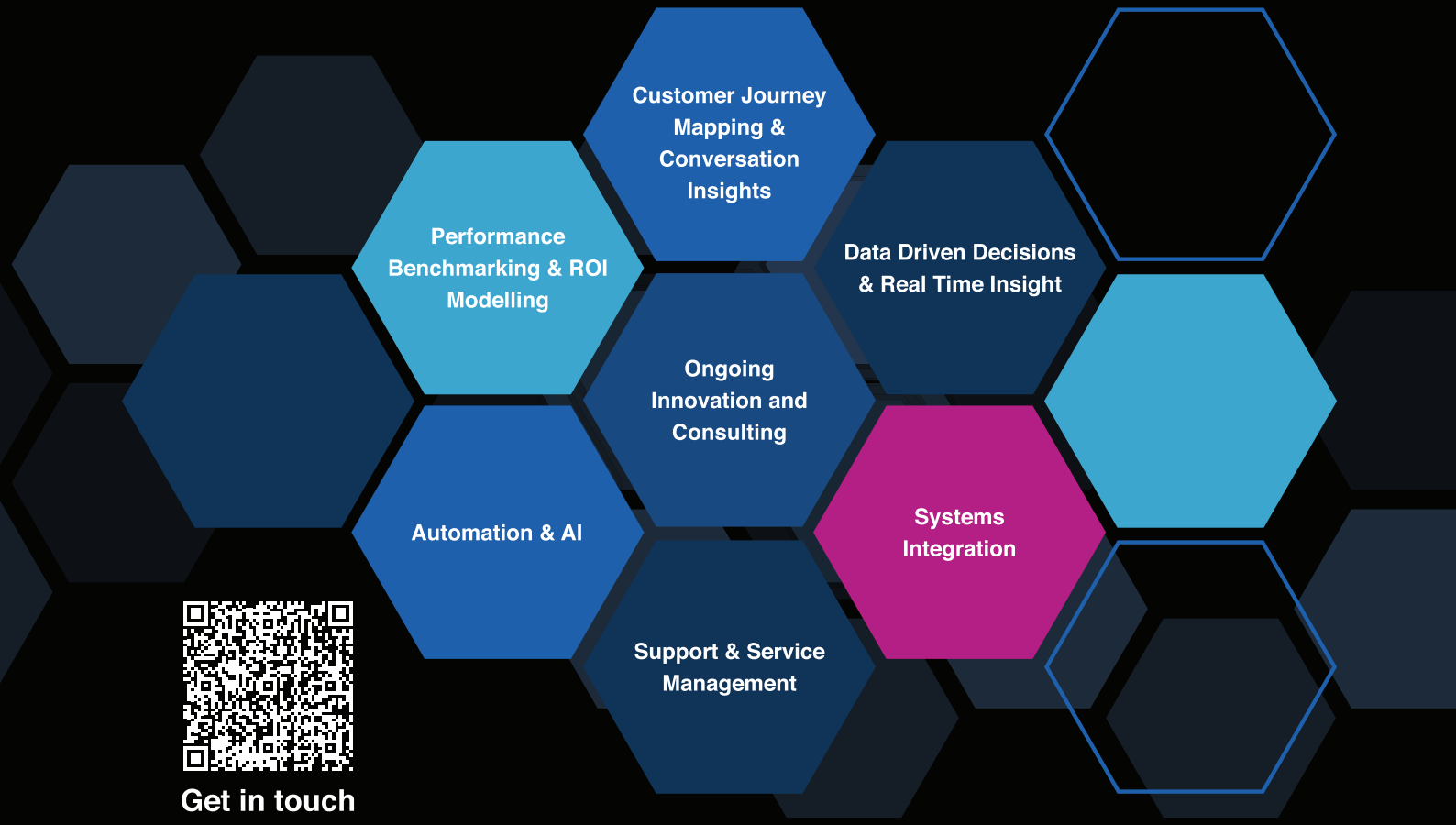
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16.40

CASE STUDY

Interactive User Journey Maps For Better Stakeholder Engagement

Journey maps are often static artefacts used to communicate an experience. But what changes when they become interactive?

- In this session, I will share a case study of using AI to create an interactive journey map: what it enabled, where it fell short, and what we learned from the process.
- I will then look ahead to a further opportunity: using interactive journey maps as tools for stakeholder experimentation to explore interventions, anticipate consequences across the journey, and challenge assumptions about how the wider system might respond.
- The question is whether journey maps can move beyond representation and become living, participatory tools for exploring change.

SPEAKER

Nagihan Tuna
Senior UX Researcher
Baillie Gifford



Baillie Gifford™

17.00

CLOSING KEYNOTE: STRATEGIC CX LEADERSHIP

Connect The Dots: How To Build A CX Strategy That Delivers Operational Excellence, Drives Revenue Growth & Earns A Permanent Seat At The Leadership Table

- Map the full end-to-end customer value stream and identify where experience improvements translate most directly into commercial outcomes including retention, upsell and referral

- Understand how to position CX strategically across the organisation – aligning marketing, operations, technology and HR around a shared customer-first agenda
- Close the day with a clear personal action plan: the three changes you will make in the next quarter and the metrics you will use to demonstrate their impact

SPEAKER

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



British Gas

17.20 CLOSE

Chair's Closing Remarks & Close Of Conference

AFTERNOON CHAIR

Elaine Taylor
Product Owner – CX Platforms
Tesco Bank



TESCO Bank