#TresconCX

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trescon CX

7th Edition

WORLD CX SUMMIT

27 APR 2022 | TAJ LANDS END, MUMBAI

IN-PERSON EVENT

RE-STRATEGIZING CX IN THE FUTURE

tresconglobal.com/conferences/cx/india

EVENT REPORT

SUMMARY

Trescon World CX Summit convened over 200 participants and major stakeholders of India's CX ecosystem, including top CX solution providers, on **27 April 2022 at Taj Lands End in Mumbai.**

The Summit featured some of the leading CX organizations and solution providers to discuss India's CX prospects, and the ever-changing CX landscape. **It included insightful tech talks and panel discussions featuring prominent thought leaders and industry experts from the region,** powerful networking sessions and showcase of latest products and solutions from leading CX companies.

The summit also included a glittering awards ceremony for honoring the 'Top 100 CX leaders' in India with 'World CX Awards', for recognizing excellence in customer experience.



200+ ATTENDEES

25+ SPEAKERS

10+ EXHIBITORS

87% DECISION MAKERS

500+ REGISTRATIONS

Reactive to Revolutionary - Tying CX and Digital Transformation

PANEL DISCUSSION



In this panel discussion, panelists shed light on the important aspects of CX in business. Panelists emphasized on the role of empathy in customer experience and the importance of adopting an empathetic approach, the self-service model, and discussed the change in customer behavior and environment post covid-19. They shared their insights on overcoming the challenges in CX and how companies can use data to refine customer experience.

VIEW SESSION

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Panellists:

DHARMENDER NARANG
Senior Vice President- Chief Customer Experience Officer, IIFL Securities

HARI SHANKAR MISHRA
Sr. Vice President - Customer Experience, Future Generali India Insurance Company Limited

NITIN JAIN
Head of Customer Experience (CS&L and Sales) for India & Middle East and Africa, Mondelēz International

Moderator:

SUJAY KALARIA
Vice President - Digital Strategy, Transformation & Digital Business Build, Bajaj Auto Limited



Chaitanya Chokkareddy

Chief Innovation Officer, Ozonetel Communications Pvt. Ltd.

VIEW SESSION

TECH TALK

Innovations driving the contact center of the future

In this interactive tech talk Chaitanya shed light on the main aspects of CX and its evolution over the years. He discussed the multitude of opportunities and possib ilities present in CX in today's connected world and how AI automation and customer-facing innovation are changing the paradigm of customer experience in the post-pandemic era.

> It is important to remember that it's the people that come first, technology will be there to help people deliver customer experience. But it should not be that technology drives people.

TECH TALK

Future-Proofing CX with Conversational Engagement

In this Tech talk, Ninad spoke about future-proofing CX with conversational engagement and elucidated how the pandemic has accelerated the digitalization of customer-interaction and shared his insights on building an intelligent chat-bot and how that would help to transform the customer experience.

> Messaging apps are where the customers are and brands are required to be on these apps to make sure that they are providing the right kind of experience across brands within all the possible journeys which are required to be met.

Ninad Takpere

VP – Sales, Gupshup



VIEW SESSION

Harmonizing Humans and Automation to Improve CX

PANEL DISCUSSION



The panelists debated on the topic “Would AI replace humans” with focus on the readiness and challenges of adopting bots and AI, especially in India given the evolving CX landscape and rapid adoption of technology. They shed light on how to understand customers better with the help of technology and find the right balance between tech and human interactions for optimal customer experience.

VIEW SESSION

PANELLISTS:

CHAITANYA CHOKKAREDDY
Chief Innovation Officer, Ozonetel Communications Pvt. Ltd.

VARKEY JOSEPH
Deputy Director - Call Center Operations, SVKM’s Narsee Monjee Institute of Management Studies (NMIMS)

HARSHIT DESAI
CX Leader

SESHNARAYAN BALDUWA
Deputy Director - Call Center Operations, SVKM’s Narsee Monjee Institute of Management Studies (NMIMS)

MODERATOR:

AJAY NAMBIAR
Chief Service Officer M3M India Pvt Ltd



Nishant Shrivastava

Global Head – Centre of Excellence for Unified Communications and Collaborations, Tata Communications LTD.

VIEW SESSION

TECH TALK

Elevating CX through Technology

In this tech talk, Nishant elaborated on the recent trends in CX and enhancing customer experience through predictive modelling and technology, and how cloud centers provide scalability, ROI, and Analytics to facilitate enhanced omni-channel experience and reach through mobile, website and social media.

> Cloud contact center is being adopted in India while traditionally India has been a regulated market wherein, we see a lot of on-prem deployment of contact centers, but slowly that is changing thanks to the pandemic, people don't want any dependency."

TECH TALK

Delighting the digital-first customer with effortless customer service

In this tech talk, Prakash shed light on delighting the digital-first customer with effortless customer service and expressed his concern on the state of today's customer experience and the current challenges faced by the teams and ways to overcome them with AI for real-time reach and simplifying customer support.

> Today in the modern age the support has totally changed, the new digital customers are completely different from who they were a few years ago, today they're redefining the support.



Prakash Bharath

Director and Regional Head Freshworks

VIEW SESSION

Conversational Experiences that Build Connections

FIRESIDE CHAT



In this fireside chat panelists talked about conversational experiences that help build connections and ways to simplify customer engagement using automation.

View Session

SPEAKER:

MILIND KADAM
Regional Business Head
Infobip

MODERATOR:

GAYATRI NATHAN
Senior Vice President and Head – Customer Operations, Tata AIA

Conversing and Converting: Hyper-Personalized Strategies for Modern CX

PANEL DISCUSSION



In this high-powered panel, panelists briefed about how personalization and hyper-personalization would help understand customer needs better, meet their expectations and build trust in the post pandemic era. They shared their insights on how to use data for providing a great customer experience and ways to safeguard the privacy of the customer.

VIEW SESSION

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PANELLISTS:

SHWETA SRIVASTAVA
Head - CS & Customer Experience, Tata CLiQ

KUMUD UPADHYAY
Senior Vice President - Customer Service, Motilal Oswal Financial Services

SURAJ SHETTY
Head Of Customer Experience Learning & Development, Kissht

ARZAN SINGPURWALLA
Lead – Channel Partnerships, WhatsApp India

SHRADHA THAPA
Regional Head - Govt & OTT Partnership, Infobip

MODERATOR:

DR. JAGMOHAN SINGH RISHI
Global Head - L&D and Digital Customer Experience Wockhardt Group



TECH TALK

Get Set Go with Digital Contact Center

Pooja shared her insights on bringing tangible changes in the customer experience domain for a better and easier customer journey with real-time examples while touching on the need of important aspects of CX such as unified communication, CRM integration, speech and NLP integration.

> Curate a solution tied with technology in context with what the customer wants and not how we would want it or not how it would look fancy to us.

We are extremely impressed and blown away by this experience. Thank you for the amazing platform, the great support, the turn around on requests and just being ON from the get-go

AXIS COMMUNICATIONS
LEADERS IN NETWORK CAMERAS, SWEDEN

Creating the Total Experience (TX) with AI, Data & Customer Engagement

PANEL DISCUSSION



The panelists elaborated on the definition of the newly coined term TX (Total Experience), ways to have a unified TX and use business intelligence by moving to cloud to adapt to the changing needs of the customers, analyze customers' footprints and address their complaints. They also discussed the need of speech analytics and adopting different metrics to measure the success of TX.

VIEW SESSION

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PANELLISTS:

RAMAKRISHNA M
Director - Contact Centre, CX and Outsource Operations, CoinSwitch Kuber

AALOK R PRADHAN
Director - Customer Success, CoinDCX

MUFAZZAL ARIF
VP - Data Science and Consumer Analytics, HDFC Bank

ZEENAT MONGAL
DVP Customer Experience, ICICI Lombard General Insurance Pvt Ltd

NILESH MARATHE
Sales Specialist Leader, India & Saarc, Avaya

MODERATOR:

REKHA NAIR
Chief Customer Experience & Quality Officer, Adani Airport Holdings Ltd

SPEAKERS



REKHA NAIR
Chief Customer Experience & Quality Officer,
Adani Airport Holdings Ltd.



CHAITANYA CHOKKAREDDY
Chief Innovation Officer,
Ozonetel Communications Pvt Ltd.



KV DIPU
President - Head Operations & Customer Service,
Bajaj Allianz General Insurance



NINAD TAKPERE
VP - Sales,
Gupshup



ARZAN SINGPURWALLA
Lead – Channel Partnerships,
WhatsApp India



DHARMENDRA NARANG
Senior Vice President- Chief Customer Experience Officer,
IIFL Securities



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Tata CLiQ



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CoinDCX

SPEAKERS



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Regional Sales Manager,
Infobip



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Motilal Oswal Financial Services



HARI SHANKAR MISHRA
Sr. Vice President - Customer Experience,
Future Generali India Insurance Company Limited



PRAKASH BHARATH
Director and Regional Head,
Freshworks



DR. JAGMOHAN SINGH RISHI
Global Head - L&D and Digital Customer Experience,
Wockhardt Group



AJAY NAMBIAR
Chief Service Officer,
M3M India Pvt Ltd



POOJA MAKHIJA
Executive Director & Co-Founder,
Phonon Communications Pvt. Ltd.



SUJAY KALARIA
Vice President - Digital Strategy, Transformation & Digital Business Build, Bajaj Auto Ltd.



VARKEY JOSEPH
Head Customer Experience,
Raymond Limited

SPEAKERS



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Regional Head - Govt & OTT Partnership,
Infobip



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Sales Specialist Leader,
India & Saarc,
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Mondelēz International



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Kissht



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>
> AXIS COMMUNICATIONS
> LEADERS IN NETWORK CAMERAS, SWEDEN

BOOTHS

BOOTHS

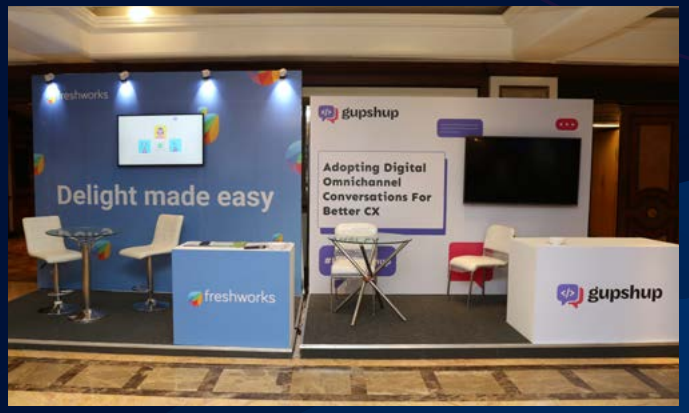
















NETWORKING

NETWORKING

















SESSIONS

SESSIONS

















MEDIA COVERAGE

MEDIA

BENZINGA

Top CX Visionaries to Gather at World CX Summit and Rebuild India's Technological Ecosystem with CX

by ACN Newswire
April 22, 2022 8:37 AM | 4 min read

IMPORTANT MESSAGE: Benzinga prides itself as a media platform that is "For the People, By the People." We understand the markets are scary right now. For that reason, we are here to help. For today only get access to our #1 Options Newsletter for only $1.

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#TresconCX will gather leaders in technology, customer experience, and digital transformation with the mission of re-imagining, re-engineering and re-inventing the way businesses approach customer experience.

TOKYO, Apr 22, 2022 - (JCN Newswire) - As companies are emerging stronger from the Covid-19 pandemic, the need is to adapt to the changes in their business

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Top CX Visionaries to Gather at World CX Summit and Rebuild India's Technological Ecosystem with CX

Sunday, April 24th, 2022 - ACN Newswire Pte Ltd

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#TresconCX will gather leaders in technology, customer experience, and digital transformation with the mission of re-imagining, re-engineering and re-inventing the way businesses approach customer experience.

BANGALORE, INDIA, Apr 22, 2022 - (ACN Newswire) - As companies are emerging stronger from the Covid-19 pandemic, the need is to adapt to the changes in their business functions caused by a once-in-a-lifetime crisis. The way a company interacts with its clients has undergone substantial transformation leading them to seek innovations that can adapt to the current scenario.



Contact Profile

W: www.acnnewswire.com/

Keywords

Top CX Visionaries to Gather at World CX Summit and Rebuild India's Technological Ecosystem with CX

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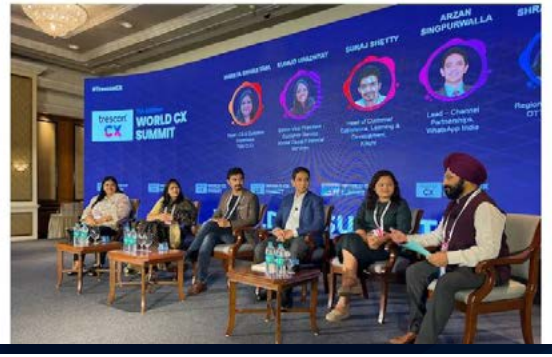
New Press Release | For Journalists | News Categories

The 7th edition of World CX Summit shed light on the need to accelerate the adoption of CX in India

Monday, May 9th, 2022 - ACN Newswire Pte Ltd

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New Delhi, India, May 9, 2022 - (ACN Newswire) - India played host to one of the most content-rich conference on Customer Experience that took place at Taj Lands End in Mumbai on 27 April 2022. Hosted by Trescon, World CX Summit convened over 200 participants that included major stakeholders of India's CX ecosystem, including top CX solution providers. The Summit featured leading CX organizations such as Ozonetel Communications, Gupshup, Tata Communications, Infobip and other leading solution providers to discuss India's CX prospects, and the ever changing CX landscape.



Contact Profile

W: www.acnnewswire.com/

Keywords

The 7th edition of World CX Summit shed light on the need to accelerate the adoption of CX in India

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Top CX visionaries to Gather at World CX Summit and Rebuild India's Technological Ecosystem With CX

By mytechmag - April 25, 2022

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Catch India's CX experts discuss 'Reactive to Revolutionary - Tying CX and Digital Transformation' at #WCXSIndia.

Register your complimentary passes at World CX Summit - Mumbai: hubs.li/Q018L-y60

#digitalpayments #TresconCX #customerexperience #cx #customerservice





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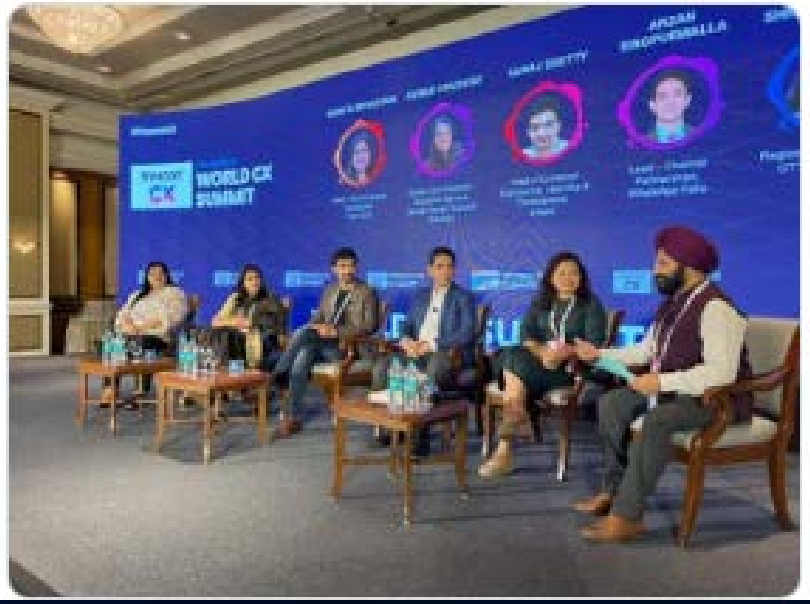






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@phOnOn



Contest 1: Be amongst the first one hundred fifty delegates to check-in at the event and stand a chance to participate in a lucky draw.

Contest 2: Share and tag photos from World CX Summit - Mumbai 2022 using #TresconCX. The post with the highest interactions wins!

Winners will be announced at the end of the day!

What are you waiting for claim your complimentary passes at #WCXSIndia: https://hubs.li/Q018LvhM0

#TresconCX #customerexperience #cx #customerservice #digitalpayments #security #thoughtleadership #techleaders #technology #FutureTech #insuretech #AI #ML #IOT #AR #VR #awards #cxawards22 #cxawards



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Neelu Kamat
Larsen And Toubro Ltd. (Realty Diviison)

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Vivek Zakarde
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Kaya Ltd.

Zeenat Mongal
ICICI Lombard General Insurance Company Limited

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