9th GLOBAL EDITION
#TresconCX
BY INVITATION ONLY

#WorldCXSummit

WORLD CX SUMMIT
SINGAPORE

2 - 3 AUG 2023 | MARINA BAY SANDS EXPO AND CONVENTION CENTRE

A NEW ERA IN CX: DRIVING BUSINESS GROWTH

POST-EVENT REPORT

Event by trescon

worldcxsummit.com/singapore

WCXS Overview



The 9th edition of the World CX Summit, held in Singapore, witnessed the convergence of influential CX experts and industry leaders who shared their knowledge and experience with the participants. The event provided valuable insights and practical strategies to help attendees stay ahead in the rapidly evolving CX landscape.

One of the highlights of the event was the official launch of the Digital Acceleration & Transformation Expo (DATE), a forthcoming event scheduled to take place in Singapore in August 2024, that consists of 10 conference streams and is expected to attract over 3,000 business visitors.

Overall, the 9th edition of World CX summit was a great success. Attendees gained valuable insights into the latest advancements and trends in CX.

Show at a Glance

300+
C-Suite Attendees

40+
Media Partners

40+
Speakers

15+
Sponsors & Partners

35+
Countries Represented

Themes



Improve CX Strategy



Building a customer-centric culture



Hyper-personalization & Trust



Enhancing CX with AI & Automation



CX Loyalty



Delivering digital customer journey



Conversational AI & Chatbots



Omnichannel customer engagement



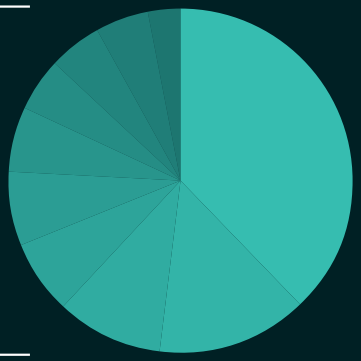
Future of CX in Metaverse



Impact of CX on Sustainability

Attendee Insights

Attendees Industry



- BFSI - 38%
- Hospital & Health Care - 14%
- Logistics and Supply Chain - 10%
- Education - 7%
- Retail - 7%
- Real Estate - 6%
- Hospitality - 5%
- Manufacturing - 5%
- Government - 5%
- Oil & Energy - 3%

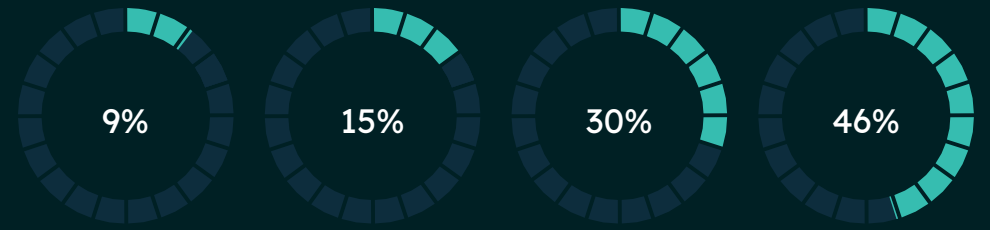
Leadership Rank

44%	32%	24%
Ultimate Decision Maker	Influencer	Budget Holder

Budget



Implementation Framework



Speakers



GUILLERMO ARBEIZA
Chief Customer Officer,
Singlife with Aviva
Singapore



ACHINT SETIA
Chief Revenue and Marketing Officer (CRMO),
ZALORA
Singapore



ANNA ZNAMENSKAYA
Chief Marketing Officer,
foodpanda
Singapore



RAYMOND TAN
Assistant Commissioner,
Taxpayer eXperience Division;
Quality Service Manager,
Inland Revenue Authority of Singapore (IRAS)



VINEET SHARMA
Ghief Operations Officer,
Pizza Hut South Asia – Yum! Brands
Singapore



JANA MARLE-ZIZKOVA
Co-founder & CEO,
She Loves Data
Singapore



PAVEL BULOWSKI
Co-founder,
She Loves Data
Prague



PATRICIA MULLES
Director and Global Head of Partnerships,
She Loves Data
Singapore



SACHIN SHARMA
Chief Product & Commercial Officer,
Standard Chartered nexus
Singapore



LINO AHLERING
Group Chief Customer Officer,
Daraz (Alibaba Group)
Singapore



NATALIA GOH
Chief Operating Officer,
Trust Bank
Singapore



PAMELA CHOONG
Head of Customer Experience,
JTC Corporation
Singapore



VIKRAMA DHIMAN
Head of Mobility Products,
Gojek
Singapore



QUINN PHAM
Instructor and Curriculum Designer: Data Analytics and CX Strategy,
She Loves Data
Singapore



NIKKI TAYLOR
Marketing Growth Strategy Director AMEA,
UPS
Singapore



KATJA FORBES
Head of Client Experience CCIB,
Standard Chartered Bank
Singapore



SOO HUAT CHEW
Executive Director, Regional Head Business Initiative,
DBS MidCap/SME
Singapore



PREM GANESAN
Director, Customer and Industry Workflows,
ServiceNow
Singapore

Speakers



GABRIEL LAZARO
Head of Digital,
Overseas General Insurance,
Chubb
Singapore



DENISE MIURA
Geo Vice President, APAC,
Medallia
Singapore



VISHAL AGARWAL
Co-Founder & CEO,
Locobuzz



JERRY LIM
Regional Head of Grab Support,
Grab Holdings Inc.
Singapore



KANNAN RAJARATNAM
Customer Experience and
ePayments Director,
ZALORA
Singapore



ABHISHEK RATHI
VP, Digital Solutions, Customer
Engagement & Wellness,
Prudential Financial
Singapore



JAY BOSE
Head of Martech,
AIA
Singapore



AGNISHA GHOSH
Regional Director, Digital Media
and Advertising Strategy,
MetLife
Singapore



SUSHIL KATDARE
CX Director, Greater China &
Intercontinental Region,
GSK
Singapore



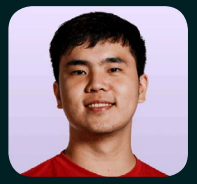
BABUL BALAKRISHNAN
Global Head Of Customer Care,
Thunes
Singapore



JOEY TAN
Head of Customer Experience
(CX), GXS
Singapore



JASPREET KAUR
Head of Marketing & Strategic
Planning,
Sodexo
Singapore



THIAM KEE (SCOTT) TAN
Product Owner,
Core Experience, ShopBack
Singapore



KAUSHAL PILIKULI
Vice President,
ShopCash and Loyalty,
Wego.com
Singapore



JEFFREY LIM
Director,
Joyce A Tan & Partners LLC
Singapore



ADIL ANTIA
Vice President,
Technology & Solutions,
FPT Asia Pacific
Singapore



NIKHIL SHARMA
Vice President (SEA & ANZ),
Kore.ai
Singapore



TANVI BIST
Head of Startups and SMB,
APAC, Braze
Singapore

Notable Quotes

Never underestimate an event that brings together like-minded and energy-charged professionals. It is fulfilling to be here and a great experience to be invited to share about IRAS' service mantra and experience with a group of lively audience. Thankyou World CX Summit and the organizing team at Trescon.

Raymond Tan
Assistant Commissioner, Taxpayer eXperience Division; Quality Service Manager, Inland Revenue Authority of Singapore (IRAS)

An engaging, thought stirring series of discussions on a topic, which seems easy to achieve on face- value, yet probably the hardest capability to crack, in driving business impact.

Jay Bose
Head of Martech, AIA

AI would really be the difference maker for uplifting CX, technologies and practitioners should harness the power of AI, and not resist it. It has been a great experience at Trescon AI Blockchain Show & learnt a lot from the panellists and speakers.

GABRIEL LAZARO
Head of Digital, Overseas General Insurance, Chubb

It is an interesting combination of events, adding diversity to the topics It was wonderful to learn and interact with industry practitioners and solution provider, to understand how they work, and insights on how they address the challenges.

THIAM KEE (SCOTT) TAN
Product Owner, Core Experience, ShopBack

Glimpse of the event













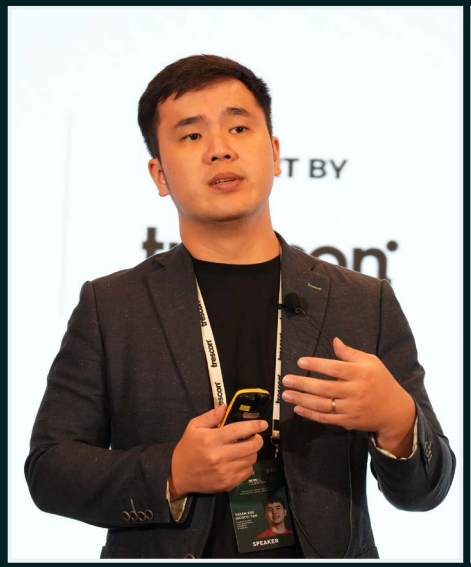
Keynotes








EVENT BY




AI is transforming the
Customer Journey...
YASH SULTANIA
WORLD CX SUMMIT



Keynotes


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CX
SUMMIT
SINGAPORE
OneLogin
Admin
JS Capture
Demo Info
DEFINE
2-3 AUG 2023
MARINA BAY SANDS EXPO
AND CONVENTION CENTRE,
SINGAPORE
COMMUNITY PARTNERS
INNOVATION PARTNER
EVENT BY
trescon

Panel / Fireside chat





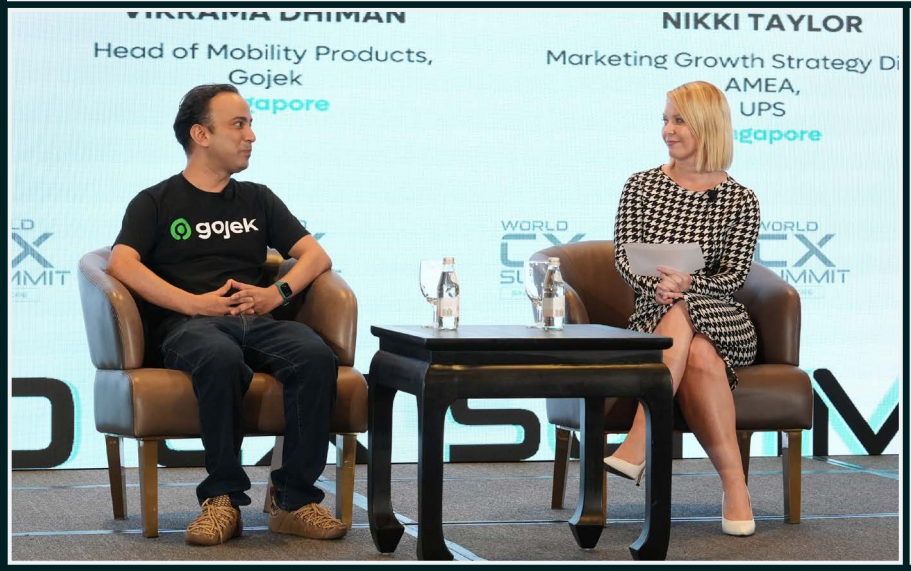


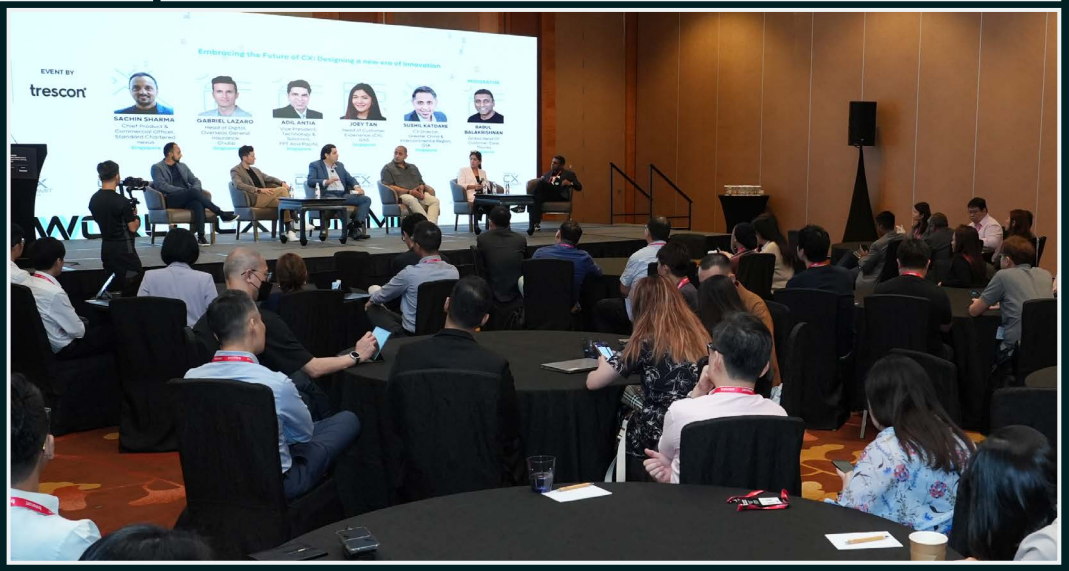


Panel / Fireside chat





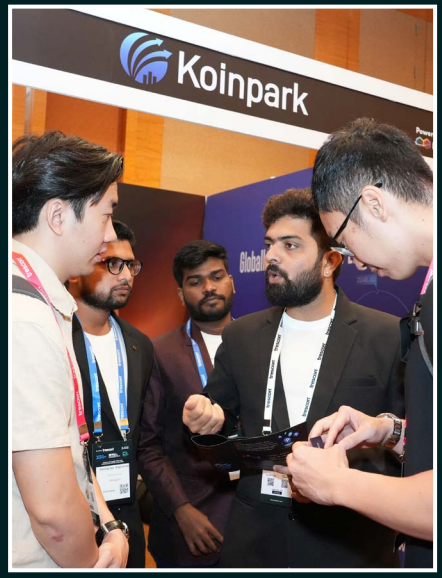




Networking

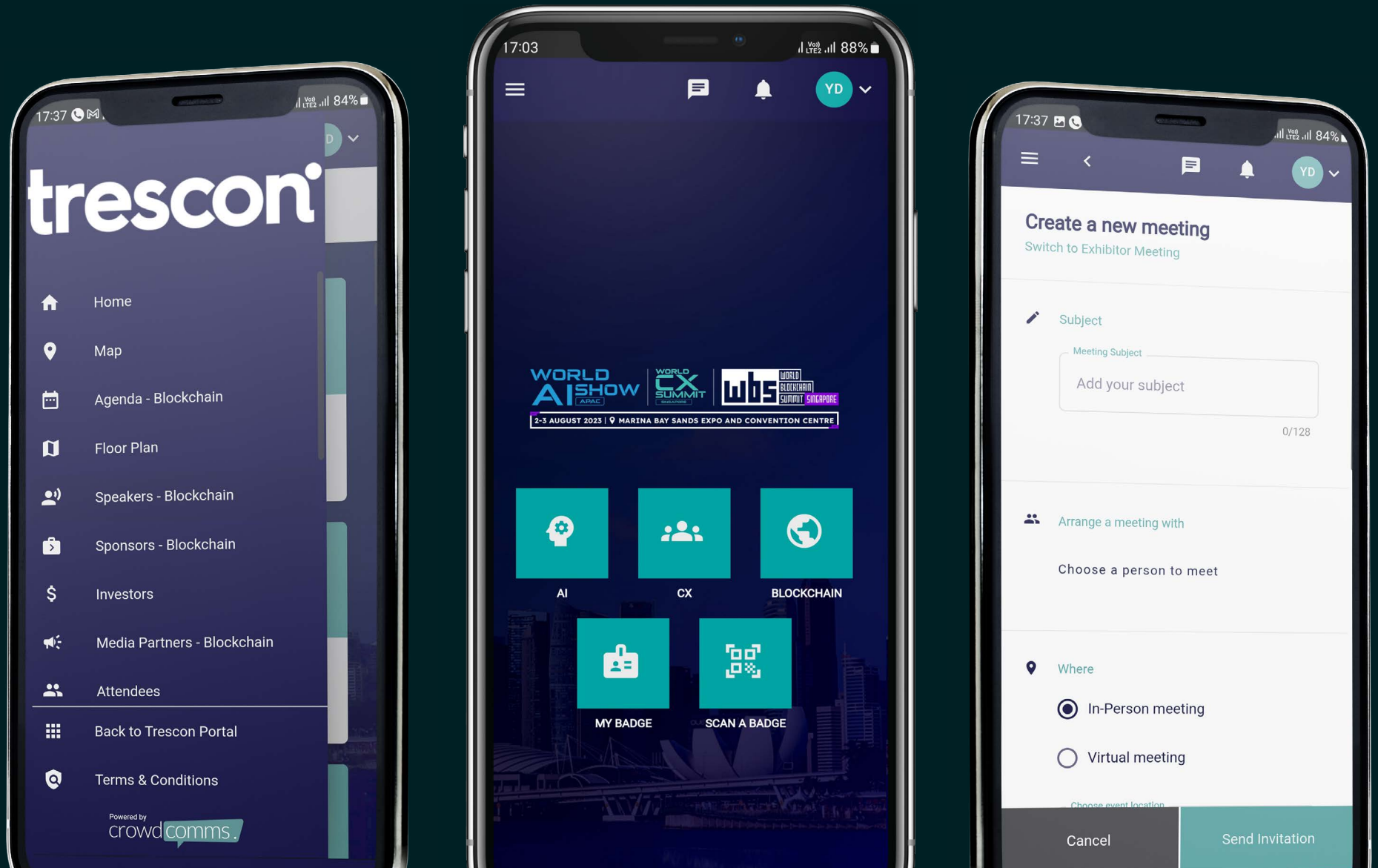






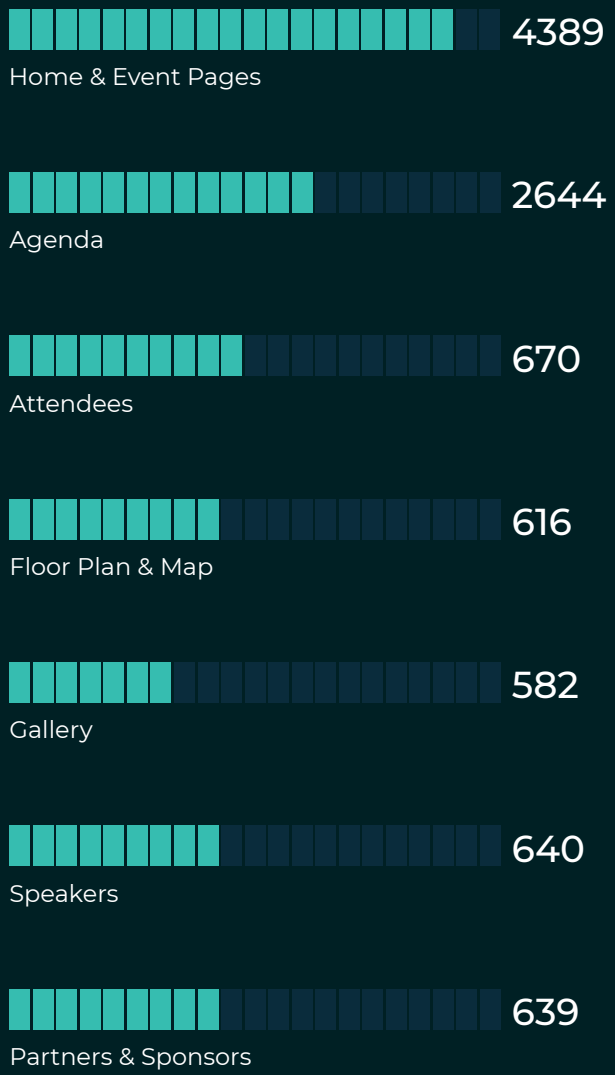



Event Networking App



App Insights

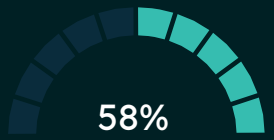
Top Modules Visited



1953
Total Business Cards Scanned

870
Business Cards Exchanged

Time Spent In Meetings



Devices



Agenda

1,522
Personalised Sessions

88
No. of Sessions

34,149
Page Views

Social Media Outreach



Facebook

47



Twitter

94



LinkedIn

95



Impression

17,087



Clicks

206

TOTAL SM POSTS: 228

Total engagement (no of retweets, like etc)

Social Media

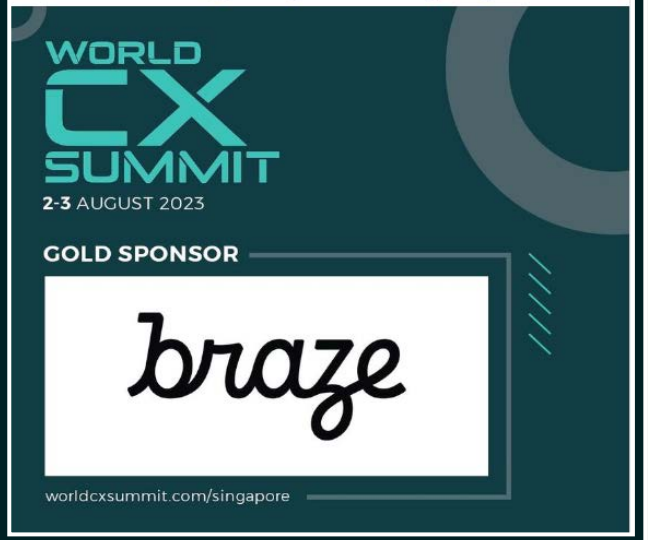
Trescon
24 May ·

Welcoming on board - Braze our Gold Sponsor for the World CX Summit - Singapore.

Braze is a leading comprehensive customer engagement platform that powers interactions between consumers and brands they love. With Braze, global brands can ingest and process customer data in real time, orchestrate and optimize contextually relevant, cross-channel marketing campaigns and continuously evolve their customer engagement strategies.

Increase your brand visibility at #WCXSSingapore by booking your tickets now: https://hubs.li/Q01Q-36R0

#Trescon #TresconCX #WCXSSingapore #customerexperience #cx #customerservice #digitalpayments #security #thoughtleadership #techleaders #technology #FutureTech #insuretech #AI #ML #IOT #Singapore #SingaporeEvents #technology #Singaporenews



Trescon
1 d ·

Panel discussion on Frictionless Customer Experience with Digital Transformation is now live on the stage of World CX Summit – Singapore.

Our Panelists:

Natalia Goh, Chief Operating Officer at Trust Bank
Prem Ganesan, Director, Customer and Industry Workflows at ServiceNow
Nikki Taylor, Marketing Growth Strategy Director AMEA at UPS
Jerry Lim, Regional Head of Grab Support at Grab Holdings Inc.
Soo Huat Chew, Head, Biz Initiative and Enablement at DBS Bank

MODERATOR:

Patricia Mulles, Director and Global Head of Partnerships at She Loves Data

Book your tickets now: https://hubs.li/Q01ZJVMm0

#Trescon #TresconCX #TresconABC #WCXSSingapore #customerexperience #cx #customerservice

Trescon
31 May ·

We're excited to announce that Nikki Taylor will be speaking at the World CX Summit - Singapore.

Nikki has nearly 20 years of experience in marketing communications, working senior roles across industries both in-house and for creative agencies. As Marketing Growth Strategy Director for UPS AMEA, Nikki manages four teams and has deep knowledge in Brand, PR, Customer Experience, with a passion for digital, AI, and Phygital.

Ready to join the best minds in #WCXSSingapore: https://hubs.li/Q01RKhYy0

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Trescon
2 d ·

Ready to learn from the best in the business? Join us for our panel discussion on Delivering CX Excellence: Personalize touchpoints and improve customer experience in BFSI.

The Panelists include:

- Guillermo Arbeiza, Chief Customer Officer at Singlife
- Katja Forbes, Head of Client Experience, CCIB at Standard Chartered Bank
- Abhishek Rathi, VP, Digital Solutions, Customer Engagement & Wellness at Prudential Financial

MODERATOR:
- Quinn Pham, Instructor and Curriculum Designer: Data Analytics and CX Strategy at She Loves Data

Book your tickets now: https://hubs.li/Q01ZpR7X0

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Build powerful interaction apps with voice & video chat API from ZEGOCLOUD, our Bronze Sponsor for the World CX Summit – Singapore.

ZEGOCLOUD revolutionizes virtual engagement with real-time interaction services for hassle-free cloud communication, connecting enterprises, teams, customers, and users. It lays the groundwork for businesses and developers to build RTI into their apps across the mobile internet and the metaverse. So far, ZEGOCLOUD has supplied high-quality services to users in over 200 countries and regions.

Get to know more about their offerings at #WCXSSingapore

Book your tickets now: https://hubs.li/Q01R8PFT0

ZEGOCLOUD

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At the World CX Summit - Singapore, we have Jerry Lim, joining us as a speaker!

Jerry has close to 15 years of experience in management consulting, solutions management, technology management and operations across the Asia Pacific region. He began his career with McKinsey & Company before moving on to Accenture and Thomson Reuters to champion solutions management and consulting in Asia. Throughout his career, he has been passionate about growing the open innovation culture in the region and inspiring the same passion in the next generation of leaders.

Book your tickets now to listen to Jerry Lim speak at #WCXSSingapore: https://hubs.li/Q01SfnWN0

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We are excited to introduce to you Medallia, our Platinum Sponsor for the World CX Summit - Singapore.

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware.

The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes.

Denise Miura Adam Wynne Michelle Wu 伍玉冰 Shuchita Shekhar Zijun MI Michael Gwilliam Jillian Chim

Join us on this exciting opportunity to network and grow.

Book your tickets now: https://hubs.li/Q01XyYKq0

#Trescon #TresconCX #WCXSSingapore #customerexperience #cx #WorldCXSummit #CXConferences #customerservice #digitalpayments #security #thoughtleadership #techleaders #technology #FutureTech #insuretech #AI #ML #IOT #Singapore #SingaporeEvents #technology #Singaporenews



Trescon
1 d •

We now have on stage Tanvi Bist, Head of Startups and SMB, APAC, Braze for Tech Talk on "Data-Driven Creativity: Unleashing Extraordinary Customer Experiences" at the World CX Summit – Singapore.

Book your tickets now: https://hubs.li/Q01ZKjPK0

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We're thrilled to announce our Media Partners for the World CX Summit - Singapore.

Book your tickets and secure your spot now: https://hubs.li/Q01ZzSQ40

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Get ready for a thought provoking panel discussion on CX innovation through Martech: Developing a customer-centric ecosystem.

Book your tickets now: hubs.li/Q01Znzrt0

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The world is going digital, and so should your customer experience!

Join us at the 9th Global edition of World CX Summit - Singapore. Hurry! Get your tickets today for #WCXSSingapore: hubs.li/Q01Mm5nm0

#cx #Trescon #TresconCX #WCXSSingapore #customerexperience



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Welcoming on board - Locobuzz, our Gold Sponsor for the World CX Summit - Singapore.

To create value for your business, register now: hubs.li/Q01XL8rR0

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Trescon
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Live from World CX Summit - Singapore.

Tech Talk by Alex Llorens, Vice President Asia, Contentsquare and Kelvin Yu, Lead Solutions Consultant APJ, Contentsquare.

Book your tickets now: hubs.li/Q01ZKjPh0

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9:37 AM · Aug 2, 2023 · **7** Views

Trescon APAC
@TresconAPAC

Listen to the thought-provoking insights shared by @gabriel_lazaro, our speaker for the World CX Summit - Singapore.

Grab your tickets now to attend #WCXSSingapore: hubs.li/Q01SDgR20

#Trescon #TresconCX #WCXSSingapore #customerexperience #cx



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DIGITAL IMPRESSIONS

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1M USD
GENERATED VALUE OF PR

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BUSINESS

Taking a Step Towards Amplifying Cus Experience

PUBLISHED ON JULY 25, 2023 6:30 AM

trescon

MANILA, Jul 25, 2023 - (ACN Newswire) - Philippines, the third-largest cont outsourcing destination, is gearing up to host the 11th edition of the World Summit, organized by Trescon. The premier customer experience event b together leading CX professionals and experts to help businesses and bra provide a seamless customer experience journey using the latest trends a technologies that dominate the market.



After successfully hosting over 15,000 CX thought leaders, innovators, sp and key stakeholders in over 10 editions, the World CX Summit has establi as a premier knowledge sharing platform to share actionable insights ab latest trends and technologies in delivering a memorable customer exper the event, attendees will engage in insightful sessions, listen to captivating

Trescon ABC: Unveiling a Symphony of Innovation and Digital Transformation



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Read U.TODAY on Google News

Thursday, 03 August 2023: Singapore witnessed a successful convergence of global tech leaders, cutting-edge innovation and insightful deliberations on the latest trends that dominate the emerging technology space. Day 1 of the World AI Show, World Blockchain Summit and World CX Summit (**#TresconABC**) concluded with resounding success at the Marina Bay Sands Expo and Convention Centre, whetting the appetite of attendees for an even more exciting Day 2.

With a surge in the digital transformation of services and integration of AI, CX, Cloud and blockchain-based solutions, the co-located events served as key catalysts for innovators to connect, network and collaborate with top tech titans and C-level decision-makers.

Naveen Bharadwaj, CEO of Trescon, highlighted during opening address "With over 1500+ key C-level attendees, 100+ speakers, 200+ investors and 75+ exhibitors spread across 3 dedicated expo zones, this platform is a showcase of path-breaking advancements that are propelling the APAC region and Singapore towards a digitised future." The insightful discussions led by industry titans focused the spotlight on business growth strategies using real-world use cases.

The deliberations ranged from the future of customer experience, embracing the rise of green and sustainable CX, AI-enhanced digital transformation, decentralised finance and its impact on traditional finance and more.

Companies Founders News Interviews/Podcasts Insights/CaseStudies Tools Learn/Howto Others About

World CX Summit: A New Era in CX Driving Business Growth

Aug 1, 2023 — 3 min read



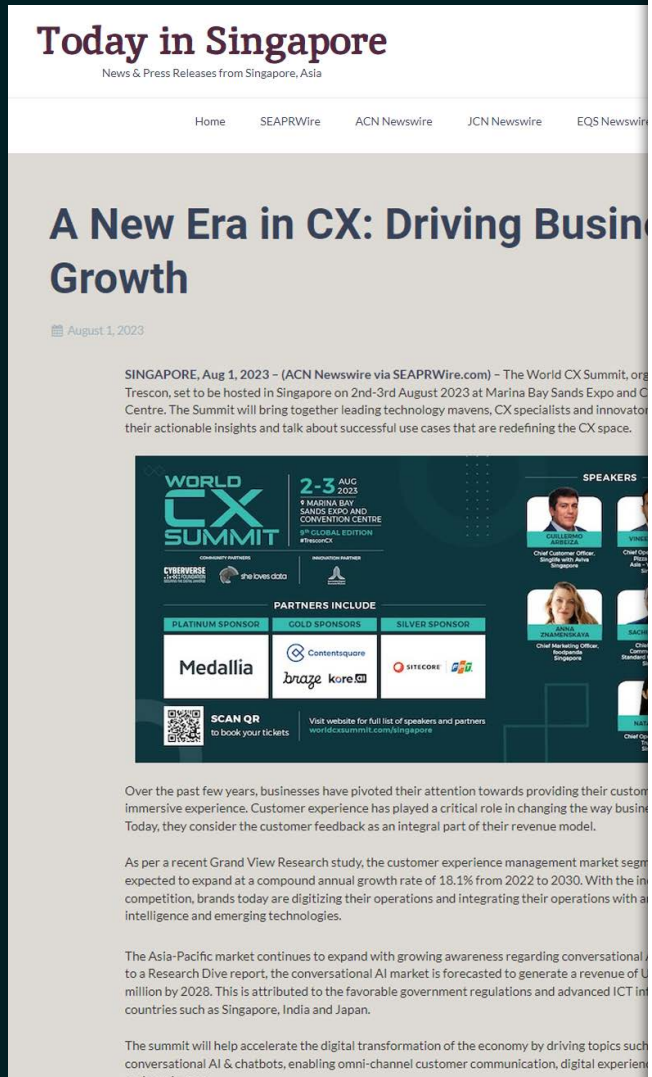
Tuesday, August 1, 2023: The World CX Summit, organized by Trescon, is set to be hosted in Singapore on August 2–3, 2023, at the Marina Bay Sands Expo and Convention Centre. The Summit will bring together leading technology mavens, CX specialists, and innovators to share their actionable insights and talk about successful use cases that are redefining the CX space.

Over the past few years, businesses have pivoted their attention towards providing their customers with an immersive experience. Customer experience has played a critical role in changing the way businesses operate. Today, they consider customer feedback an integral part of their revenue model.

Don't miss this opportunity to showcase your achievements and inspire others on their own journey to success. Tell Your Story

As per a recent Grand View Research study, the customer experience management market segment is expected to expand at a compound annual growth rate of 18.1% from 2022 to 2030. With

Media Coverage



Today in Singapore

News & Press Releases from Singapore, Asia

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A New Era in CX: Driving Busin Growth

August 1, 2023

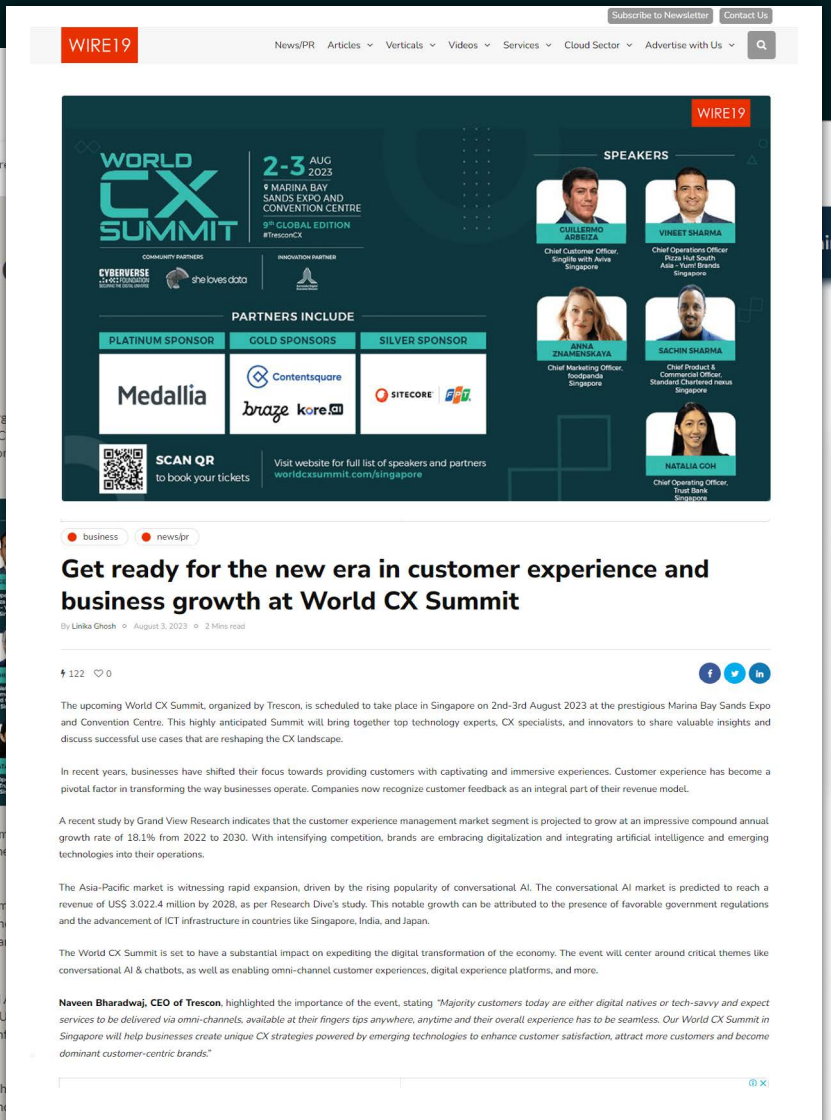
SINGAPORE, Aug 1, 2023 – (ACN Newswire via SEAPRWire.com) – The World CX Summit, org Trescon, set to be hosted in Singapore on 2nd-3rd August 2023 at Marina Bay Sands Expo and C Centre. The Summit will bring together leading technology mavens, CX specialists and innovator their actionable insights and talk about successful use cases that are redefining the CX space.

Over the past few years, businesses have pivoted their attention towards providing their custom immersive experience. Customer experience has played a critical role in changing the way busine Today, they consider the customer feedback as an integral part of their revenue model.

As per a recent Grand View Research study, the customer experience management market segm expected to expand at a compound annual growth rate of 18.1% from 2022 to 2030. With the in competition, brands today are digitizing their operations and integrating their operations with a intelligence and emerging technologies.

The Asia-Pacific market continues to expand with growing awareness regarding conversational a to a Research Dive report, the conversational AI market is forecasted to generate a revenue of U million by 2028. This is attributed to the favorable government regulations and advanced ICT in countries such as Singapore, India and Japan.

The summit will help accelerate the digital transformation of the economy by driving topics such conversational AI & chatbots, enabling omni-channel customer communication, digital experienc



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Get ready for the new era in customer experience and business growth at World CX Summit

By Linika Ghosh August 3, 2023 2 Mins read

122 0

The upcoming World CX Summit, organized by Trescon, is scheduled to take place in Singapore on 2nd-3rd August 2023 at the prestigious Marina Bay Sands Expo and Convention Centre. This highly anticipated Summit will bring together top technology experts, CX specialists, and innovators to share valuable insights and discuss successful use cases that are reshaping the CX landscape.

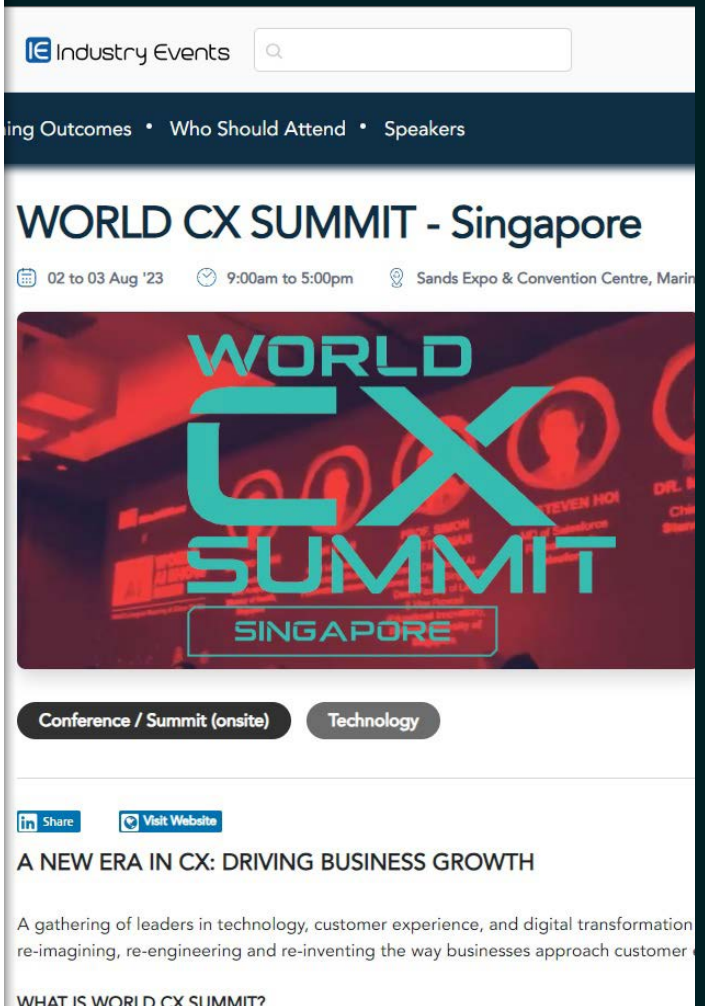
In recent years, businesses have shifted their focus towards providing customers with captivating and immersive experiences. Customer experience has become a pivotal factor in transforming the way businesses operate. Companies now recognize customer feedback as an integral part of their revenue model.

A recent study by Grand View Research indicates that the customer experience management market segment is projected to grow at an impressive compound annual growth rate of 18.1% from 2022 to 2030. With intensifying competition, brands are embracing digitalization and integrating artificial intelligence and emerging technologies into their operations.

The Asia-Pacific market is witnessing rapid expansion, driven by the rising popularity of conversational AI. The conversational AI market is predicted to reach a revenue of US$ 3,022.4 million by 2028, as per Research Dive's study. This notable growth can be attributed to the presence of favorable government regulations and the advancement of ICT infrastructure in countries like Singapore, India, and Japan.

The World CX Summit is set to have a substantial impact on expediting the digital transformation of the economy. The event will center around critical themes like conversational AI & chatbots, as well as enabling omni-channel customer experiences, digital experience platforms, and more.

Naveen Bharadwaj, CEO of Trescon, highlighted the importance of the event, stating *"Majority customers today are either digital natives or tech-savvy and expect services to be delivered via omni-channels, available at their fingers tips anywhere, anytime and their overall experience has to be seamless. Our World CX Summit in Singapore will help businesses create unique CX strategies powered by emerging technologies to enhance customer satisfaction, attract more customers and become dominant customer-centric brands."*



Industry Events

ing Outcomes • Who Should Attend • Speakers

WORLD CX SUMMIT - Singapore

02 to 03 Aug '23 9:00am to 5:00pm Sands Expo & Convention Centre, Marin

Conference / Summit (onsite) Technology

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A NEW ERA IN CX: DRIVING BUSINESS GROWTH

A gathering of leaders in technology, customer experience, and digital transformation re-imagining, re-engineering and re-inventing the way businesses approach customer

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