

POST-EVENT REPORT

WCXS OVERVIEW

The 12th Global Edition of the World CX Summit & Awards in Bengaluru gathered CX leaders and industry experts from around the world to explore the evolving challenges and opportunities in customer experience. Intriguing sessions and enlightening discussions provided insights into the latest trends, practical solutions, and strategies for enhancing customer engagement.

More than 150 CX leaders participated in the Cocktail Networking Session, providing conference partners and exhibitors with a unique opportunity to engage with potential prospects in a more relaxed and informal atmosphere. This environment fostered the development of meaningful, long-lasting connections that extended beyond the event.

The three-and-a-half-hour session, featuring cocktails and dinner, allowed attendees ample time to network and experience product demonstrations in an enhanced and comfortable setting.

The amalgamation of valuable insights, actionable takeaways, and meaningful connections, the summit reinforced its reputation as a leading platform for advancing customer experience excellence and innovation in a rapidly changing world.



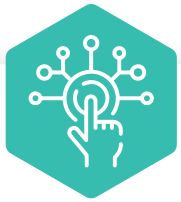
Show at a Glance

250+
Pre-Qualified Delegates

50+
Event Partners

25+
Speakers

THEMES



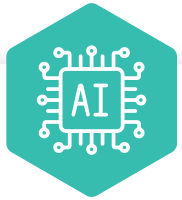
Maneuvering the Age of Digital Revolution



Human-like Interactions through Conversational AI



Integrating Marketing & Technology for Improved CX



Implementing Strategic Generative AI



Enabling Security-Centric Customer Experience



Interpreting Customer Feedback



Transforming Sentiment Analysis Data



Integrating Data Analytics

SPEAKERS



GURPREET JOLLY
Head - Customer Experience Operations & Service Delivery

Reliance Retail



DEEPAK MALOO
AVP, Food Strategy, Customer Experience & Restaurant Experience

Swiggy



PRIYA CHAKRAVARTHY
Vice President - Experience

BluSmart



NIKHIL GODBOLE
Group Head of Customer Service

Jupiter



RAHUL PODDAR
Country Head Martech

Narayana Health



RAHUL GARG
Head - CX

games 24x7



DEEPAK NAYAK
Sr Vice President - Customer Experience

Gameskraft



SATISH PATIL
Director - CX

SAMSUNG



AVIJIT MOHAPATRA
Head of CX transformation



VINDHYA SHANMUGAM
Senior Director - CX Growth, Search & Payments

Myntra

SPEAKERS



SHRUTHI BOPAIAH
Executive Vice President – Customer Obsession (Sparsh)
AXIS BANK



VISHAL BHATIA
Chief Digital officer
केनरा बैंक Canara Bank



RAKHI RANA
COO
drools
Feed Real. Feed Clean.



PINKUSTAR BORAH
Director, Head of IT - Customer Experience, South Asia
Hindustan Unilever Limited



KALYANI SESHADRI
Lead - Customer Experience, Tanishq
TITAN COMPANY



SATISH BETTADAPUR
Vice President & Global Head for Customer Care Centers
hp



LAKSHMAN VELAYUTHAM
CMO
UJJIVAN SMALL FINANCE BANK
Build a Better Life



Fasih Abbas M
Senior Director & Head of Customer Success
Cashfree Payments



ANKIT GOENKA
Senior VP
BAJAJ Allianz
Caringly yours



KOMAL PRASAD B
Vice President - Occupier Care & Experiences
Prestige GROUP
Add Prestige to your life

SPEAKERS



TANUJ DIWAN
Global Head
surveySENSUM



RAMANATHAN RV
Co-founder and CEO
Hyperface



AMBIT MISHRA
Head of Marketing Communication, UMPESL - A Tata Voltas Enterprise
UNIVERSAL MEP PROJECTS & ENGINEERING SERVICES LIMITED



KEDAR RAVANGAVE
Head of Marketing
kotak Kotak Mahindra Bank



RAJNISH SHARMA
Chief Business Development Officer
ICCS



ANAND VISWANATHAN
Global Head of Product, Contact Centre Services
TATA COMMUNICATIONS



ARAVINDAN S
Senior Director of CIS Solution Sales
TATA COMMUNICATIONS



BIJU NEYYAN
Head of Part: Voice & Multimodal Experiences
SAMSUNG

NOTABLE QUOTES

When I looked at the website, the agenda and list of speakers were the main reasons for me to come to the event!

Sheelan Misra
CEO and Founder,
Unithink Education International

Accessibility to speakers and decision-makers is very easy unlike all other events.

Anand Hegde
Sales Enablement Specialist,
Limechat

People with diverse mindsets network here at the World CX Summit & Awards, sparking creativity and innovation!

Amir Ali
Head of Operations,
Flohaan

The World CX Summit and awards is touching up on the conventional thought of customer experience.

Gurpreet Jolly
Head of customer experience operations and service delivery,
AJIO.COM Reliance retail

Rubbing shoulders with peers, looking at different solutions that are available in the market, also carving a niche for yourself, this is the idea of participating at the World CX Summit & Awards. SO FAR SO GOOD!

Rajneesh Sharma
Chief Business Development Officer
ICCS

GLIMPSES OF THE EVENT

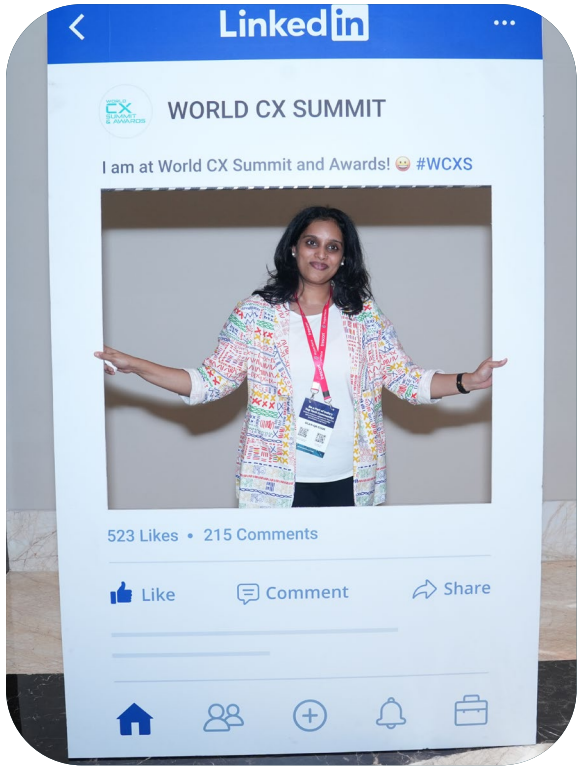












TECH TALK


12th Global Edition
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SUMMIT
& AWARDS
Event by
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Driven by Innovation, Powered by "YOU"


TATA
7000+
Customers
(300 of the
Fortune 500)
IDC
isybank
JUNIPER




TATA COMMUNICATIONS
Our Indian and Global Footprint
BOSCH
HITACHI
IDC
isybank
JUNIPER
ANAND VISWANATHAN
Global Head of Product
Contact Centre Services,
Tata Communications


12th Global Edition
WORLD
CX
SUMMIT
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trescon
5.4 Bn
6.7 Bn
Smartphones in
$1.3 Tn
Cloud Computing
Market by 2025
$8.0 Tn
32 Bn
IoT Devices by
WORLD CX SUMMIT & AWARDS
ANAND VISWANATHAN
Global Head of Product
Contact Centre Services
Tata Communications

TECH TALK SESSION



The first keynote session of the event was led by Anand Vishwanathan, Global Head of Product, Contact Centre Services - Tata Communications, who shared insights into the future of customer experience, focusing on building resilient, digital-first ecosystems. He also emphasized the role of emerging technologies and personalized digital solutions in creating competitive advantages.

Anand Vishwanathan
Global Head of Product, Contact Centre Services at Tata Communications



MR RAJNISH SHARMA, Chief Business Officer – ICCS, delivered a tech talk focused on the latest innovations in business process management and customer experience. The talk explored how companies are leveraging new technologies to meet modern customer expectations and create more efficient and scalable processes.

MR RAJNISH SHARMA
Chief Business Officer – ICCS.

PANEL DISCUSSIONS



Transforming Customer Experience in the Age of Digital Revolution

The panel discussion kicked off with insights into how the digital revolution is reshaping customer experience. Panelists discussed the evolving expectations of customers, the role of emerging technologies like AI, and the importance of personalization in digital-first environments. Key points included strategies to enhance customer engagement and building long-lasting trust

Empowering Customer Journeys through Seamless, Smart, and Personalized Experiences

This session focused on how businesses are utilizing cutting-edge technologies like generative AI and hyper-personalization to deliver smarter, more seamless customer journeys. Panelists shared best practices for implementing these technologies to meet real-time customer needs and enhance customer satisfaction



PANEL DISCUSSIONS



Integrating Marketing & Technology for Customer-Centric Journey

This discussion explored how marketing and technology are converging to drive customer-centric strategies. Panelists shared case studies and insights into how martech innovations are helping businesses create personalized experiences at scale, as well as strategies for managing customer data effectively.

Steering the Data Horizon, Elevating Customer Experiences

This panel explored the role of data in driving customer experience improvements. Panelists discussed key challenges like data ownership and privacy while sharing strategies for maintaining data security and utilizing customer data to deliver personalized experiences



PANEL DISCUSSIONS



Enhancing Customer Experience with Human-like Interactions through Conversational AI

The final panel discussion focused on the rise of conversational AI in customer service. Panelists shared insights on the impact of AI-powered, human-like interactions, and how AI is transforming customer engagement. They also discussed the future of conversational AI and its role in delivering superior customer experiences.

PANEL DISCUSSIONS









POWER NETWORKING SESSION













AWARDS CEREMONY













SOCIAL MEDIA OUTREACH



3500+
Interactions



500+
SM Posts



900+
Clicks

IMPRESSIONS:
50,000+

SOCIAL MEDIA POSTS

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Celebrating Excellence in Leadership and Innovation at the World CX Summit & Awards 2024!

We've witnessed the CX and Marketing leaders push boundaries, redefine experiences, and drive innovation. Today, we proudly recognize their outstanding achievements in transforming the future of customer experience!

Huge congratulations to all the winners—your brilliance is an inspiration to the entire industry!

#TresconCX #WorldCXSummit #CXawards #Marketingawards #businessnetworking



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The registrations have started for WCXS2024!

Kick off WCXS 2024 by mingling with fellow attendees. Get ready for an eventful day packed with insights and innovations!

#TresconCX #TresconCX2024 #CustomerExperience #Bengaluru #businessnetworking

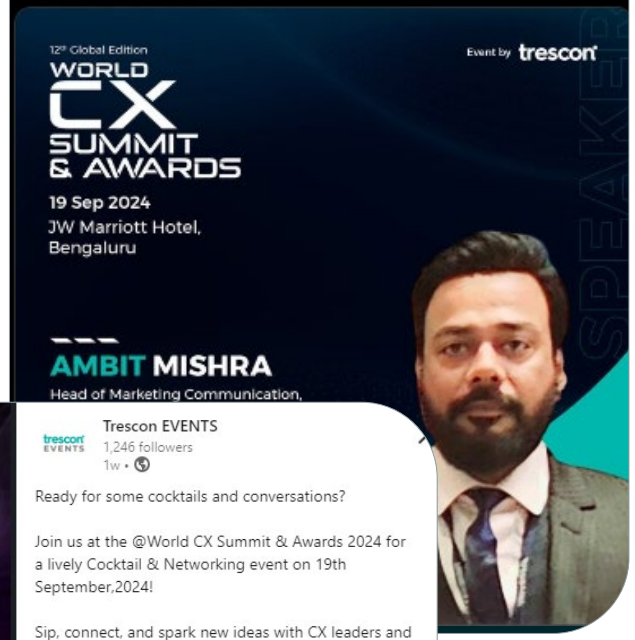


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Get ready for Ambit Mishra, Head of Marketing Communications at UMPESL—a leader transforming the customer experience journey!

Don't miss out—secure your spot today!
hubs.li/Q02Q48590

#TresconCX #TresconCX2024 #CustomerExperience #Bengaluru #businessnetworking





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We're thrilled to welcome our media partners to the World CX Summit & Awards - Bengaluru 2024!

Enhance your media presence as we connect CX leaders and innovators, exploring trends that shape customer experiences.

Stay tuned for exclusive interviews and thought leadership, all brought to you by our trusted partners.

Together, we're elevating the CX game to new heights!

https://bit.ly/3XyxCsZ ...more

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Ready for some cocktails and conversations?

Join us at the @World CX Summit & Awards 2024 for a lively Cocktail & Networking event on 19th September,2024!

Sip, connect, and spark new ideas with CX leaders and innovators!

Claim your complimentary passes and have a memorable evening!
https://hubs.li/Q02PPDGF0

#CXSummit2024 #CXLeaders #CocktailsAndConversations #BusinessNetworking

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Transforming CX: Discover What's Next at the World CX Summit and Awards

CEOInsights India Team | Thursday, 29 August, 2024



As India rises as a leading hub for technological innovation, the 12th Global Edition of the **World CX Summit and Awards**, hosted by Trescon, will examine the evolving customer experience (CX) landscape. Scheduled for 19 September at JW Marriott Hotel, UB city, Bengaluru, this summit will gather over 200+ top-notch CX Leaders & Marketing enthusiasts will be sharing actionable insights and discuss successful use cases that are shaping the future of CX.

In light of the recent technological disruptions, including a significant outage that impacted

IN PRINT



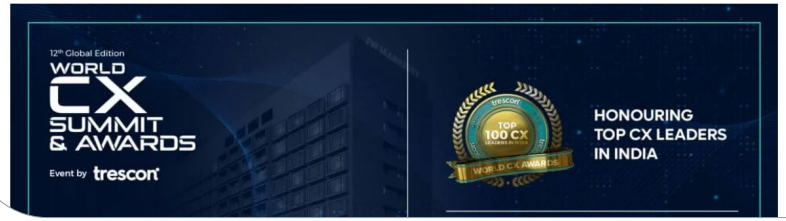
CIO TechWorld

WORLD CX SUMMIT & AWARDS | 19 SEP 2024 | JW MARRIOTT HOTEL, BENGALURU | worldcxsummit.com/india | Event by trescon | Media Partner CIO TechWorld

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Transforming CX: Discover What's Next at the World CX Summit and Awards

by Ebin Boris





THOUGHT: INFLATION

e food inflation, why should
d price spiral?



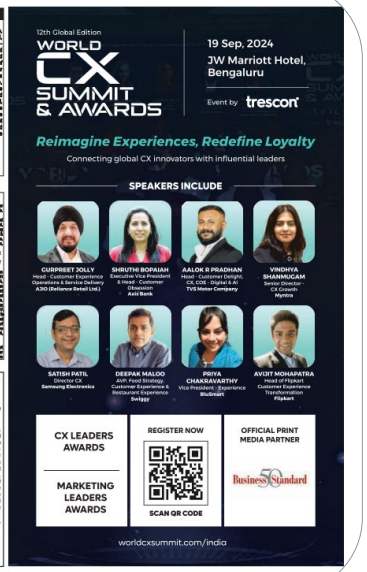
of Economics at the University of Massachusetts Amherst (USA), says that food inflation, especially at present, is unlikely to reflect overheating. Even so, it cannot be excluded [illegible] the purview of [illegible] policy, she points

inflation.

Core inflation declined to 4.38 per cent in 2023-24 from over 6 per cent in the previous two years. It further came down to 3.22 per cent in the first four months of FY25.

"If the RBI wants to manage demand in the

PUBLIC NOTICE



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#TresconCX #WorldCXSummit #CXawards #Marketingawards #businessnetworking



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Powerful and 1-1 networking, only at the World CX Summit and Awards, Bengaluru!

If you're at the event, make sure to use #TresconCX and get featured on our page and stay tuned for more updates!

#TresconCX #TresconCX2024 #CustomerExperience #Bengaluru #businessnetworking



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