



WORLD CX SUMMIT

24 Nov 2020 | Jakarta



Virtual

BY INVITATION ONLY

09:00 – 09:30	Booth Visits and One-on-One Discussions
<p style="text-align: center;">‘Jakarta’s Customer Experience Overview’</p> <p>CX represents a golden opportunity for Indonesia. Its forward-thinking companies is one of the early adopters of CX, which is a key factor in driving CX development and adoption in the country.</p> <p>Customer experience boosts revenue in B2B because we now live in an era where the product and price alone are no longer king. According to a new report 67% of customers in Indonesia switch brands not because of the price or the features, but because of the lack of good customer experience.</p> <p>According to a new report, the retail sector in Indonesia remains one of the most promising markets among Asian countries and is expected to grow to \$42.34 billion by 2023.</p>	
09:40 – 10:00 OPENING KEYNOTE	<p>‘Customer Experience : Creating Zen-like Customer Experience is a Culture’</p> <ul style="list-style-type: none"> • Understand how will CX shape the Gen Z expectations • Anticipating what they are looking for and how they want to be served • How to capture valuable insight to create a personalized experience they love <p>RUDY DALIMUNTHE VP of Customer Excellence, Tokopedia, Indonesia</p>
10:05 – 10:55 PANEL DISCUSSION	<p>Building Trust and Innovating Experiences in the Public Sectors</p> <p>During this panel discussion, we’ll talk with CX experts at different organizations to hear about customer experience success stories and about strategies to improve experiences. You’ll learn about ways build customer trust, incorporate emerging technology into your services, form partnerships to advance mission goals and more tips to take back to your agencies.</p>



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This Panel Discussion will cover:

- Role of the Board members to acknowledge and be responsible for CX transformation
- Foundations for CX Success
- Addressing Latest trends across the digital terrain.
- Overcoming challenges in CX Transformation
- Success stories and Q&A

PANELISTS:

PROF. DR-ENG. ENIYA LISTIANI DEWI

Deputy Chairperson for Technology of Information, Energy and Material BPPT, Indonesia

LCOL FRANCEL MARGARETH TABORLUPA

IS Officer
National Task Force, National Incidence Command, Emergency Operations Center Philippines

SETIAJI

Head of ICT Agency,
West Java Provincial Government, Indonesia

JUAN INTAN KANGRAWAN

Head of Data Analytics,
Jakarta Smart City, Indonesia

MODERATOR:

DR ADAM CHEE

Chief, Smart Health Leadership Centre
Institute of Systems Science, National University of Singapore

The role of Customer Experience in a Post - Pandemic World

According to Indonesia's Ministry of Finance, 64% of all ecommerce transactions in 2019 occurred through social media. The Covid-19 crisis provided a further boost to the adoption of social commerce in the region. While establishing a social commerce strategy, it's important for brands to deliver a personalized customer experience



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by integrating it with their existing AI-powered digital/technologies and analytics, and seize the opportunity to engage customers in a highly personalized way to improve brand loyalty.

Indonesia is home to one of the largest digital audiences in the world. As of January 2020, online penetration in the country stood at a whopping 60%.

10:55 – 11:20	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings
11:20 – 12:20 PANEL DISCUSSION	<p>‘How AI Will Shift Customer Experience to the Next Level’</p> <p>One technology trend that has caught everyone’s attention in recent years is the way artificial intelligence (AI) is evolving. Its disrupting nature has given it an enormous potential with countless applications. Among the many possibilities that AI promises, customer experience (CX) seems to be completely overhauled</p> <p>This Panel Discussion will cover:</p> <ul style="list-style-type: none"> • Why Chatbots and AI have the potential to transform CX provision for the better • How AI and Data Analytics improves customer experience • How AI/ML/RPA applied to improve customer experience • Addressability: Best practices for Offline/Online Integration Data Monetization • AI Techniques to support Omni-Channel Customer and Dealer Journeys • Understanding where AI-powered solutions will make the greatest impact on your customer experience and business bottom line • Artificial Intelligence Will Have the Most Transformative Impact on CX <p>PANELISTS:</p> <p>SYAFRI BAHAR VP Data Science, Gojek, Indonesia</p> <p>SERGEY KIZYAN CTO, Intetics Inc, Ukraine</p>



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	<p>PRANJAL MISHRA Customer Claims Experience, Allianz, Indonesia</p> <p>SRI SAFITRI Project Director of CX Transformation, Telekom Indonesia</p> <p>WINNIE TALOSIG REBANCOS Information Technology Director Coca-Cola Beverages, Philippines</p> <p>MODERATOR:</p> <p>ANDY CHUN Regional Director/VP/Technology Innovation Prudential Corporation Insurance Asia/Computer Society, Hong Kong</p>
<p>12:20 – 13:20</p>	<p>Networking Opportunities, Exhibition Booth Visits, One-to-one meetings</p>
<p>13:20 – 13:40 KEYNOTE</p>	<p>‘How can we champion digital inclusion to reach a variety of customer segments in a post COVID-19 world’</p> <p>RIDZKI KRAMADIBRATA President Grab, Indonesia</p>
<p>13:45 – 14:45</p> <p>CX PANEL DISCUSSION</p>	<p>‘Digital Transformation for Next Generation CX’</p> <p>With next wave of emerging technologies such as AI, Blockchain, IoT, VR, AR, it will enable whole new set of digital transformation across different industries from financial services, retail to healthcare and transportation. All industries will be transformed and upgraded in UX and innovates towards the Next Generation CX.</p>



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Next generation CX is about engaging customers at the right place at the right time with the right service and products in the most intimate and authentic manner. Any enterprise who has the foresight and can take full advantage of this paradigm shift in Next Generation CX will be able to deliver on differentiated experience for the users and customers, achieve higher customer satisfaction and deliver greater customer value. Happier customers will naturally lead to higher engagement, higher profitability and business growth.

This Panel Discussion will cover:

- What are the current CX pain points that are limited by current technologies and should be addressed by emerging technologies?
- Which emerging technologies like AI, Blockchain, IoT, AR, VR etc. will deliver on the new capabilities for next generation CX?
- Which customer touchpoints on the unified offline and online customer journey will deliver the great values in terms of CX?
- What will be the right balance of capabilities for humans and machines to collaborate to provide next generation CX?
- What will be the new KPIs for next generation CX?

PANELISTS:

NICK DOP

Strategic Customer Experience (CX)
Bukalapak, Indonesia

CUT NOOSY

Country Head of Customer Experience
Grab, Indonesia

KASPAR SITUMORANG

Executive Vice President
PT Bank Rakyat, Indonesia

GUSTAVO PEREIRA

Senior Data Scientist, Spotify, Sweden



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	<p>MILLIE GILLON Global Head of Client Experience, MD Standard Chartered, Singapore</p> <p>MODERATOR:</p> <p>DR. JAMES ONG Managing Director, Artificial Intelligence International Institute (AIII), Singapore</p>
14:45 – 15:10	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings
15:10 – 15:30	<p>‘Where can human touchpoints add value to a digital journey’</p> <p>CARTINA AHLBERG Head of Customer Experience Volkswagen Group, Sweden</p>
15:30 – 16:00	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings