



WORLD CX SUMMIT – FSI

21 OCT 2021 | ASEAN



Virtual



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BY INVITATION ONLY

09:00 – 09:20	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings
09:20 – 09:30 OPENING ADDRESS	Welcome Address
09:30 – 09:45 OPENING KEYNOTE (15 Minutes)	How Financial Service industry is driving Superior Digital Experience MOHD AFDHAL BIN MOHD NAYAN Chief Transformation Officer, Malaysia Digital Economy Corporation (MDEC)
09:50 – 10:10 TECH TALK (20 Minutes)	3 Reasons Companies Miss the Mark on Customer Centricity and How to Fix it LANDON BARNES Principal Solutions Consultant, UserTesting
10:15 – 11:15 PANEL DISCUSSION	Innovation of CX for Financial services: Scaling operations for a bold future • Embracing a true CX focus & driving innovation in the Customer Experience • How customer-first mindset is critical to long term financial success • How can financial service be future ready with CX-led Digital Transformation • Scaling operational transformation with Cloud • Building seamless customer-centric operations • Digitize processes to become more proactive, predictive and resilient PANELISTS: ARIVUVEL RAMU Group Chief Technology Officer, Tonik CHATRUDEE NGAMVALAIRATT EVP, Customer Experience Management Bank Of Ayudhya – Krungsri

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Disclaimer : This is a draft agenda and constantly being reviewed by the advisory committee – Trescon reserves to change the sessions, timings, streams based on the recommendations from advisory board members in the best interest of the overall on-site experience and quality of the programme.



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	KHWANCHAI HUAILUK Head of Digital Business Development Operations, Government Savings Bank PEPPER CUBELO Customer Experience Division Head, RCBC Bankard ANTHONY ROGALSKI Solutions Consultant, UserTesting MODERATOR: ALICIA CALIN Customer Workflows Solution Lead, Asia, Servicenow
11:15 – 11:30 (15 Minutes)	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings
11:30 - 12:00 FIRESIDE CHAT (30 Minutes)	Know your customer, know your data SPEAKER: SONNY SUPRIYADI SVP - Head, Pricing and Data Analytics, Maybank Indonesia MODERATORS: GAVIN NEIL OLSEN FSI DX lead, Southeast Asia, Sitecore MIKE PLIMSOLL Snr. Director, Industry Strategy & Marketing, Sitecore
12:05 – 12:50 PANEL DISCUSSION (45 Minutes)	Innovation of CX – Tracking Digital Adoption of Banks, Fintech and BigTech • Innovation vs Tradition: How fintech is disrupting traditional banking?



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- CX innovation in PayTech and Payment
- How Data Analytics and Intelligent Automation to Improve Customer Experience, Compliance & Risk Management
- Elimination of human errors, identification of complex patterns and financial institutions to meet their regulatory obligations
- Big Tech to Fintech: Learning From and Partnering With Banking Disruptors
- Delivering personalized solutions by leveraging data and advanced analytics
- How banks are Sparking Disruption and Fostering CX - Rethinking CX in PostPandemic Era and strategy to improve CX

PANELISTS:

ALLAN TUMBAGA

SVP, Chief Customer & Marketing Officer, Pru Life UK

DAN RAMIREZ

Head of Business Excellence (AVP), Insular Life Assurance Co., Ltd.

MOHAMED KERAINE

Head of Retail, Philippines & Head of Retail Development Asia, ING

MUKESH PILANIA

Digital Business Transformation, Techcombank Vietnam

ADITYA DEUSKAR

VP - Digital Strategy and Transformation, Teleperformance

MODERATOR:

SARAT MOHANTY

Global Head Supply Chain Finance Customer Implementation, Transaction Banking, Standard Chartered Bank

12:55 – 13:15
TECH TALK
(20 Minutes)

Reimagining Customer Experience, Empowered with Fast and Agile technology

- Companies are being challenged to meet rising customer expectations



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	• How do you respond to changing demands fast while engaging highly personalized, multi-channel digital experiences? • What differentiates you from competition? • Transform fast, Evolve even faster - the OutSystems modern applications platform way, 10x faster across mobile and web! • Your digital customer experience transformation begins here, with OutSystems RIVA UY Solution Architect Manager, OutSystems MAROUEN ZELLEG Senior Director, OutSystems
13:15 – 13:50 (35 Minutes)	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings
13:50 – 14:05 TECH TALK (15 Minutes)	Digital Transformation For Banking In 2021: Leveraging low code technology to accelerate customer-facing and operational processes ANDREW FENTON Chief Sales Officer EMEA & APAC, Creatio
14:10 – 14:55 PANEL DISCUSSION (45 Minutes)	How digital & wearable innovation are redefining insurtech • Leveraging AI to Drive Insurance Transformation • What will the digital insurance landscape look like in 5 years • How are insurers using technology to minimize processes such as medical check-ups, property inspections, etc • Redefining Insurtech: Moving from textual to visual: how can visual communications encourage better CX • The disparity in Digital CX between Life and General Insurance



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	PANELISTS: SOURABH CHITRACHAR Regional VP- IT Strategy & Transformation, Liberty Mutual Insurance TOMASZ KURCZYK Chief Digital & Transformation Officer, AXA Insurance Singapore RACHEL CHEN Chief Digital Officer, Aviva Singlife MODERATOR: ALEXANDER MARTINUS CHRISTIAN AVP, Data Analytics, Sun Life
15:00 – 15:45 PANEL DISCUSSION (45 Minutes)	How AI Will Shift Customer Experience to the Next Level • 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 • Why Chatbots and AI have the potential to transform CX provision for the better • 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: JENNIFER VILLALOBOS Chief Digital and Technology Officer, Prudential Life Assurance Public Co Thai



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	MUJTANIBUL AHMED Division Customer Experience Director, Wing Bank Cambodia KHALID RAHEEL Chief Marketing Officer, PT Bank Amar Indonesia Tbk RAGIE REDRADA Sales Manager, Freshworks MODERATOR: STEVEN WONG Chief Digital & Global Banking Strategist, China Construction Bank Bhd
15:50 – 16:05 INTERNATIONAL KEYNOTE (15 Minutes)	Ever-changing landscape of Customer experience expectation in the COVID and post COVID world with CX KHALED NABHAN Head of Customer Experience, Bank Audi EG Egypt
16:05 – 17:00	Networking Opportunities, Exhibition Booth Visits, One-to-one meetings