

CXM CUSTOMER
EXPERIENCE
MANAGEMENT

16th April 2020 | Mumbai



Constantly Delivering Personalized, Collaborative Digital World-Class Customer Experience

+91 9513953130 | info@cxmevent.com | www.cxmevent.com

About CXM



The Annual CXM event is a unique platform, to serve the CX community with the latest, most futuristic and trending practices with brainstorming sessions to enhance and deliver the best customer experiences. India is known as a distinctive market world over for its 1.25 billion consumers with the fastest developing cities and pulsating population. Bound by its distinctive traditions and a diversified consumer base, India's growth potential is on the rise. Access to information with technological advancements and highest competition have made the customer more aware, which has in turn elevated the expectations of consumer satisfaction 24/7/365. Acquisition with customer retention is the primary goal with companies and the only way to reach this is with the best customer experience. Essential it is that informed, knowledgeable and demanding customers need to be met with progressively sophisticated, distinct and best quality customer experiences.

TREX is proud to host the region's only exclusive Customer Experience Management Event with latest trending and focused topics, panel discussions, leading digital and culture transformation information from the industry's leaders. Customer Experience Management Event (CXMEvent) will focus on empowering organisations to disseminate information to ever changing consumer preference with the assistance of data collection, customer pain points, AI, Data Analytics and Block chain Management. Persistence will be on working around data and privacy compliance policies and education of data driven marketers'. We are delighted to assist you in developing and designing a profound impact on your customers' journey.



CXM Event will focus on industry-researched data of Customer journey management, design- thinking, shopping patterns, empathy mapping where there is an increased organisational spend. The programme will encapsulate digital experiences, while enhancing customer data analytics platforms, interactive platforms, Artificial Intelligence powered platforms, online engagement platforms, high-value action and relationships solutions, cloud communications platforms and more. Having these to power real-time, intelligent customer engagements across sales, customer service, marketing and commerce.

WHAT IS CXM EVENT?

Customer Experience Management Event (CXM Event) is the knowledge hub to gain in-depth and interactive knowledge about customers. It will enable you to design and deliver bespoke experiences that will attract customers to remain loyal and spread the word of their experience had with you. It focuses on the latest trends to extricate challenges of companies by offering know-how on ties between employee and customer experience, best practices in voice of the customer programs, humanizing CX, machine-to-person engagement advancements, engaging vs. transactional mobile applications





WHY CUSTOMER EXPERIENCE MANAGEMENT EVENT IS IMPORTANT

Situated in a globalized market place of customers who are hypersensitive, hyper-connected and demanding its imperative Personalized Customer Experience Management (CEM) is the critical differentiator in engagement. Staying ahead of competition with this differentiator is the only option moving ahead. CXM Event is structured to helping leaders map Customer, product, employee and brand experiences before, during, and after a sale which will be the tools for enhanced agility, performance, intelligence, and integrations that is required to drive business forward faster.

Outcome of CXM



04 interactive sessions featuring 24+ industry experts & analyst

01 Fire Chat session with 14 Industry Specific Leaders from 7 Top Industries



>85% of attendees are from CXO and Director Level or above

200+ CX Leaders, Innovators and practitioners



> 90% of companies in attendance achieved \$1B+ in Annual revenue

WHO SHOULD ATTEND CXM 2020

Customer Experience

- Chief CX Officer
- Chief Customer Relations Officer
- Chief Compliance Officer
- User Experience Head
- VP Customer Experience

A

Marketing

- Chief Marketing Officer
- VP or Director of Marketing
- VP Marketing Innovation
- VP or Director of Social Marketing
- VP Multichannel Marketing

B

Technology

- Chief Marketing Technologist
- Chief Technology Officer
- Chief Digital Officer
- Head Digital
- Chief Information Technology Officer

C

Senior Management

- Chief Executive Officer
- Chief Operating Officer
- Chief Development Officer

D

EVENT FORMAT



Keynote Presentations

Connect with the leaders by educating them on key issues that matter the most. Impact the market leaders with a competitive advantage.



Fire Chat Session

Every industry is different which needs special and robust solutions. Our panel of experts will answer questions pertaining to your industry with their personal or professional experience. Get insights like never before



Panel Discussion

Each panelist is cherry picked based on customer satisfaction and experience also who can disseminate that information towards the development of the industry. Insightful, thought provoking and solution driven through an exclusive Q & A session.



High Profile Business Meetings | Pre-scheduled

These meeting are specific to help connect at a personal level in a relaxed atmosphere. Scheduled to mutually benefit each other

EVENT SPEAKERS



Amitabh Khanna

Head - Customer Delivery South Asia
MasterCard



Surekha. Desai

SVP- Customer experience
Vodafone Idea



Saumil Mehta

Country Manager – India & South-East Asia
The Kraft Heinz Company



Pinky Modi

Head Customer Experience
Retail Branch Banking - ICICI bank



Ajay Nambiar

Head – Customer Care &
Property Management, L & T Reality



Kowshik Bhattacharjee

Sr. General Manager Customer Experience
Apollo Hospitals Enterprise Limited.



Subramanyam Iyer

Sr. VP & Head - Customer Experience
DBS Bank



Arvind Gulati

Head of After Sales and Customer Service &
Vice Chairman-Channel Committee
Xiaomi Technology India Private Limited



Vijay Sethi

Strategic Initiatives & Special Projects
Fortune Park Hotels Ltd



Vivek Zakarde

Head-Business Intelligence & Data Warehouse
Reliance General Insurance Company Limited



Tejas Shah

Head - IT Infrastructure
Axis Finance Limited



Giridhar Vemuganti

Head - Customer Service Operations
Tata CliQ



Minal Naik

Head - Liaison | Corporate Affairs, Public Relations,
Corporate Communication, CX
Jet Airways



Harshit Desai

Head Customer Experience,
Strategic Alliance & Automation
Aditya Birla Capital



Aditya Agrawal

VP & Head - Customer Experience Management
TransUnion CIBIL Limited

EVENT SPEAKERS



Dhaval Pandya

CIO & CDO
JSW Paints Private Limited



Atin Chhabra

Global Director - Digital CX
Schneider Electric



Madhav Malhotra

Customer Service- Head Assisted Care
Reliance Jio Infocomm Limited



Praveen Nijhara

Chief Executive Officer
Hansa Research Group Private limited



Pavel Mehta

Head Customer facing Supply Chain and
Customer Service, Nestlé



Vartul Mittal

Technology & Innovation Specialist
Formerly - IBM, Kotak Mahindra Bank,
Coca Cola



Shivangi Kamath

Head Quality Management and Process
Improvement- Process Excellence Group
Tata AIG General Insurance Company Limited



Sandeep Jha

Vice President - CRM
Kalpataru limited



Akhilesh Saxena

Vice President – Service Delivery
Tata Communications Limited



Jacqueline P. Mundkur

Sr. Advisor (Consumer and Retail) and
Customer Engagement Specialist
Transaction Square

Why Partner at CXM EVENT 2020

CXM EVENT 2020 will empower you to elevate your company's brand amidst the Top CX Professionals of the industry. Partnering in this event will administer a priceless opportunity to meet top professionals in an environment dedicated to value based networking with knowledge based ideas and experience. This event will educate attendees on how to equip their organisations to deliver new generation experience in an ever-changing fast paced digitalised world. To maximise your Brand Presence, take a couple of minutes to review our audience and their profile or connect with us on +91 9513953130.



Get insightful Information from the industry

Understand what the industry needs today: Get the key decision makers to provide you the real trends and critical challenges in the CX industry. Realise how your services will benefit them.



Get Connected with your Customer one on one

Rub elbows and interact directly with a profiled potential customers. Make meaningful interactions to build rapport and help overcome impediments they forecast.



Get Brand Visibility

Demonstrate your company as a Leader to the Top Companies in the Market and establish your company as the go to company by registering an inevitable brand recognition throughout the conference.



How Partnering at CXM EVENT 2020 will help you?

Generate Value Based New Sales Leads

The conference is administered and is invite only for the most senior-level decision makers or CX Leader in the organisation. Collaborating with these Leaders in a synergetic environment enhances and provides you an advantage of building a strong sales pipeline of clients.



Develop Business Tie-ups

Get associated with the best prospects in a conclusive, synergetic environment where everyone is open to fresh ideas. Our delegate are always looking for enticing new solutions and opportunities to overcome their challenges. CXM EVENT provides you an ideal opportunity to make connects and future business.



High Profiled Pre-Scheduled Meetings

Each attendee will examine you offering and if interested will join you for a Pre-scheduled 1:1 meeting. Every Delegate holds a budget and are specifically made known of your offering. Only when interested in your solutions we deliver these High Profiled Pre-Scheduled Meetings.



MEDIA PARTNERS



CXM 2019 PARTNERS

CO-HOST PARTNER



TITLE PARTNER



GOLD PARTNERS



CX PRODUCT LEADER PARTNER



CUSTOMER ENGAGEMENT SOLUTION PARTNER



CX THOUGHT LEADERSHIP PARTNER



ASSOCIATION PARTNER



ONLINE PARTNER



MEDIA PARTNERS



AGENDA

08:00 **Registration with Breakfast**

09:00 **Inauguration with The National Anthem and Lighting of the Lamp by the Honourable Chief Guests**

09:30 **KEYNOTE- Personalizing Customer Engagement with AI** -This session will walk you through how companies should investing in AI technology across their customer experience, how is it driving better competence, and the best way to approach it to ensure the fastest time-to-value.

09:50 **Panel Discussion- Hyper-Personalisation the game changer in CX with best practices**

10:30 **KEYNOTE- Automation in CX- Content, Services, Delivery** - This session will focus on the latest technology and Automation. It will showcase how companies can leverage on time, money and manpower with Automation.

10:50 **Panel Discussion- B2B Personalisation - Laying the Digital & Cultural Foundations-** Focused to be Engaging, Enabling and Motivating

11:30 Networking Tea Break

12:00 **KEYNOTE- Intelligent Virtual customer assistants/Chatbot's**
- Empathetic and Sympathetic

- Data Unification with Real-time Insights Delivery
- Adaptability with intelligence
- Empowering customers experience instantaneously



AGENDA

12:20 **KEYNOTE- Omnichannel – Building an experience driven company** which generates a single customer experience throughout your brand by fusing sales and marketing which accounts for the spillover amongst channels

12:40 **KEYNOTE- Maximising customer experience-Digital Marketing, Automation & Analytics- Focused on Meaningful connections-** Identify, qualify and develop relationships while collaborating, co-creating and instigating advocacy.

13:20 Gala Luncheon

14:20 **INDUSTRY FIRE CHAT-** Get access to India's Top Leaders from 7 Top Industries and get answer's to the most pressing Customer Experience issues you face. This session is specifically designed to enhance each attendees knowledge with the Experts in your respective domain.

15:20 **KEYNOTE- Cognitive Intelligence in CX**

- ROI with Customer Experience while achieving Operational Excellence, Process Excellence with Compliance & Security.
 - Amalgamation of Technology with Manpower to deliver enhanced customer experience
-



AGENDA

15:40 **PANEL DISCUSSION - Challenges in CX Feedback-Focused to understand how CX professionals struggle to collect feedback. What information needs to be collected and how to leverage results with the data, Cloud based intelligent data processing**

16:00 Networking Tea Break

16:30 **PANEL DISCUSSION - Customer Journey, feedback and interaction – Importance and Analysis** - Leaders in CX will discuss on the importance of customer journey mapping, pre-sales, at the point of sale and post-sales data analysis. What data and touch-points of engagements matter to them? How feedback is an essential tool of analysis and how companies should position interactions and engagements.

17:10 **INDUSTRY FIRE CHAT** - Get access to India's Top Leaders from 7 Top Industries and get answer's to the most pressing Customer Experience issues you face. This session is specifically designed to enhance each attendees knowledge with the Experts in your respective domain.

17:50 Content phonograph session followed by the Closing Remarks



Contact Us

For Speaking Opportunities

+91 9513953130

speaker@cxmevent.com

For Partners/Exhibitor Opportunities

+91 9513953130

partner@cxmevent.com

For Attending Opportunities

+91 9513953131

attend@cxmevent.com

For General Enquires

+91 9513953130

info@cxmevent.com