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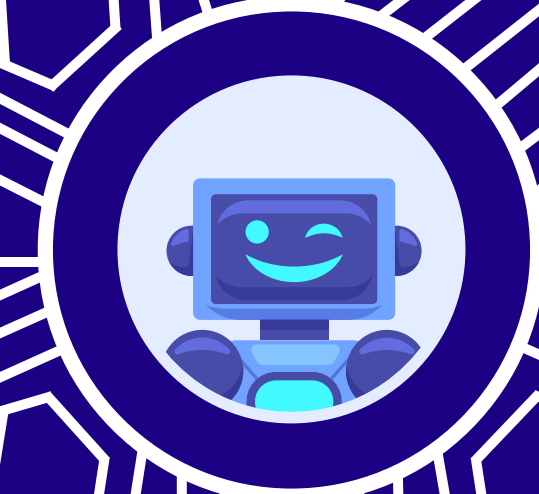
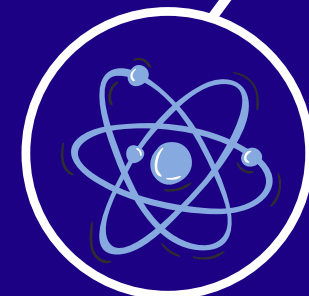
# Conversational AI & Customer Experience Summit

**6TH & 7TH NOVEMBER 2024**

**3RD ANNUAL**

**MUNICH, GERMANY**

<https://conversationaltechsummit.com/>



# INTRODUCTION

From inside jokes to cultural references and wordplay, every statement of human conversation is highly complex as it is built on shared context and previous interactions. Humans speak in highly nuanced ways without skipping a beat. Each response follows the last, almost instantly. For a quality conversation between a human and a machine, responses have to be quick, intelligent and natural-sounding. True Conversational AI goes above and beyond rule-based answering engines to understand the context, analyze the text and speech, the intent behind the questions and also consider the user's preferences. Conversational AI that uses natural language processing, automatic speech recognition, advanced dialog management, deep learning and machine learning has the ability to engage in human-like dialogue, capturing context and providing intelligent responses.

Today's AI-based chatbots can have full-blown communication that leave people feeling like they finished having a conversation with a person. Conversational AI is a key for many brands that wish to improve the customer experience as it can help them connect with their consumers in the channels they use the most and it can provide personalized experiences that are quicker and more convenient than traditional ways of interacting with brands.

Conversational AI & Customer Experience is a 2-day networking event that will invite visionary speakers, industry experts, innovative chatbots, and conversational AI technology providers on one platform and facilitate the discussion pertaining to the current trends, Future Innovation, Policies, and Regulations in the field of Conversational AI.

# WHY CHOOSE US

Welcome to the Conversational AI & Customer Experience Summit, your premier destination for unlocking the future of customer engagement. Dive into the latest advancements in artificial intelligence and natural language processing, shaping the way we interact with customers. Our event offers a unique opportunity to explore trends, breakthroughs, and best practices driving customer service evolution. Beyond insights, connect with industry experts, network, and learn from their journeys. Join us for an immersive experience where innovation meets networking, shaping the future of customer experience together.

## WHO SHOULD ATTEND

- Digital Transformation & Strategy
- Marketing
- Technology
- Innovation
- Brand Management
- Product
- Customer Experience
- Customer Success
- Designer and Researcher
- Solutions Delivery
- ICT Architecture & Engineering
- Speech Applications Research
- Enterprise CRM Architect
- Audio Signal Processing
- Customer Service
- Client Services
- Operations
- Call Center
- Sales
- General Manager
- Artificial Intelligence
- Data Scientists

## INDUSTRIES

- Banking & Financial Services
- Retail & e-Commerce
- Automotive
- Education & technology
- Pharma & Healthcare
- Telecommunication
- Consultancy
- Technology & Software
- Internet
- Hospitality
- Manufacturing
- Transportation & Logistics

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Technology Partner



Swiss Dinner Partner



# SPEAKERS



## ELENI VERTEOURI

GenAI Tech lead in  
Conversational Banking



## SABINE OBERHAUSEN

Senior Customer  
Experience  
Transformation Manager  
telecolumbus



## SØREN MEINCKE PERSSON

Head of Data Engineering



## TINA RAHMAN

Product Owner  
Conversational AI



## DR. OLGA KHRYAPCHENKOVA

Lead Experience Manager



## MANU PANDEY

Vice President – Customer  
Experience



## MAXIM ROMANOVSKY

VP, Lead Technology  
Manager



## NATASJA WIENTJES

Senior Director Customer  
Service



## CHRISTOPH ESSLINGER, PH.D.

Co-Founder & Managing  
Director

Ideabay.AI

# SPEAKERS



**MICHAEL MCTEAR**

Emeritus Professor



**GENNARO MONTANINO**

AXA Switzerland  
Conversational AI  
Strategy



**ELISABET S.**

Head of Marketing  
Omnichannel Strategy &  
Customer Experience



**ERWIN PELLEMANS**

Product Owner Robotics &  
Artificial Intelligence



**SALIHA KARAKOYUN**

Head of Customer  
Journey Management  
telecolumbus



**CONNIE HWONG**

Lead, Generative AI  
Communications



**ALEJANDRO CORREAL**

Senior Global Adoption and  
Change Management  
Specialist



**EDWARD PAULS**

Team Lead  
Generative AI



**SACHIT MAHAJAN**

Senior Scientist and  
Lecturer



# SPEAKERS



**MARK ZAKHVATKIN**

Director AI & Data



**DANIEL ARNST**

Senior Conversational AI Architect



**DÁCIL BORGES**

Global Consultancy Director Xdroid



**JARNO M. KOPONEN**

Product Design Manager



**PABLO FRANCO**

Director of Product Design



**GERRY DE GRAAF**

Managing Director Xdroid International



**QUINTUS STIERSTORFER**

Director Synthetic Teaching



**JULIEN ROUX**

Co-Founder



**TRISTAN POST**

Lecturer for AI





# SPEAKERS



**DR. RALF NIKOLAI**

Head of Product  
Management AI



**AARSH SRIVASTAVA**

Co-Founder



**CHRISTOS KOIMTZIS**

Business Development  
Manager



**CHAEHYUEN LIEM**

Product Owner



**NORMAN NIELSEN**

VP Growth (Organic, CRM,  
ASO)



**NINA BIRAC**

CDO Marketing Director

**Transcom**



**ANA BURICA**

Director of Business  
growth and Strategy



**THOMAS NEUMANN**

Global Conversational AI  
Lead



**LUKAS WOGIRZ**

CEO and Co-Founder



# SPEAKERS



**JULIAN HERTZOG**

Chief Revenue Officer



**YURI LAKHTIONOV**

Automotive domain  
director



**OLEKSANDR HONCHAR**

Co-Founder & CTO



**OLIVER-ANDREAS  
LESZCZYNSKI**

Director AI & Data



**KATHERINE MUNRO**

Data, Analytics & AI  
Engineer



**ANNE SCHILLING**

Team Lead Bots &  
Conversational AI



**ANNA MUTSKA**

Specialist Bot & AI  
Development



**EVELIN KREMER**

Director Solutions  
Consulting



**MALGORZATA  
PIETRZAK**

Business Excellence  
Team Lead - Tools &  
Processes



# DAY 1

# TIMETABLE

08:00 to 09:00

REGISTRATIONS

09:00 to 09:20

Opening Remark & Keynote - Christoph Esslinger

 Keynote 1

Elisabet Sanchez

09:20 to 09:50

20% left. Time to reinvent yourself

09:50 to 09:55

Q&A Session

09:55 to 10:05

Break to move to parallel track rooms

 Keynote 2

**Eleni Verteouri**

**10:05 to 10:25**

### **The Future of Conversational Banking: Harnessing Smart Agents**

- Understanding Smart Agents: Defining the role and capabilities of intelligent conversational agents in modern banking.
- Economic Impact: Exploring the business case for smart agents, including cost savings, efficiency gains, and customer satisfaction improvements.
- Technological Foundations: Delving into the technology behind smart agents, with a focus on large language model (LLM) orchestration and integration.

**10:25 to 10:30**

**Q&A Session**

 Keynote 2

**Olga Khryapchenkova**

**10:05 to 10:25**

### **Rethinking the Conversational Design and Product Vision in the Generative AI Era**

- From product management to experience management.
- Multimodal approach and collaboration of different interfaces in the information architecture.
- Intuitive conversational design.
- Role of UX research in voice tech feature planning.
- Anthropomorphisation challenges before and after GenAI

**10:25 to 10:30**

**Q&A Session**

## Erwin Pellemans

**10:30 to 10:50**

### **Innovate with AI solutions in the highly regulated banking industry**

- How to continuously balance innovation, risks, costs and data integrity?
- How to experiment and learn in a safe environment?
- What keeps us from scaling up?
- Focus on finding use cases or on AI adaptation?
- How to find the right partners?
- What choices are there to make and how to prepare for an AI-driven world of finance in the near future

**10:50 to 10:55**

**Q&A Session**

**10:55 to 11:25**

**Coffee & Networking Break**

## Chaehyuen Liem

**10:30 to 10:50**

### **“ConversationalAI @ HeyMercedes”**

- History of HeyMercedes
- How LLM models will enrich HM
- LLM vs. task-oriented use cases
- Four keywords: natural, predictive, personal and empathetic

**10:50 to 10:55**

**Q&A Session**

**10:55 to 11:25**

**Coffee & Networking Break**

 Keynote 4

**Anne Schilling & Anna Mutska**

**11:25 to 11:50**

**Beyond Conversational AI - Complex Bot Solutions - A Ukrainian success story**

**11:50 to 11:55**

**Q&A Session**

 Keynote 5

**Dácil Borges & Gerry de Graaf**

**11:55 to 12:15**

**Revenue Intelligence and CX: Strategies for Maximizing Growth**

**12:15 to 12:20**

**Q&A Session**

 Keynote 6

**Julian Hertzog & Malgorzata Pietrzak**

**12:20 to 12:40**

**You can't spell fail without "AI": How to win a game that 80% lose**

**12:40 to 12:45**

**Q&A Session**

**12:45 to 13:45**

**Lunch Break**

 Keynote 7

**Maxim Romanovsky**

**13:45 to 14:05**

**Building LLM Applications: Lessons Learned**

**14:05 to 14:10**

**Q&A Session**

 Keynote 7

**Natasja Wientjes**

**13:45 to 14:05**

**Keep up with the clicks**

**14:05 to 14:10**

**Q&A Session**

 Keynote 8

**Gennaro Montanino**

**14:10 to 14:30**

**Do rule-based systems outperform LLMs in intent recognition?**

**14:30 to 14:35**

**Q&A Session**

 Keynote 8

**Jarno M. Koponen**

**14:10 to 14:30**

**Content Discovery powered by Generative AI: Learnings and insights from Zalando Assistant**

**14:30 to 14:35**

**Q&A Session**

 Keynote 9

**Manu Pandey**

**14:35 to 14:55**

**Conversation Intelligence for Customer Experience**

**14:55 to 15:00**

**Q&A Session**

 Keynote 9

**Mark Zakhvatkin & Quintus Stierstorfer**

**14:35 to 14:55**

**Conversational interfaces for education of tomorrow**

**14:55 to 15:00**

**Q&A Session**



**15:00 to 15:30**

**Coffee & Networking Break**

 **Keynote 10**

**Nina Birac**

**15:30 to 15:50**

**The Comeback of Voice: Conversational AI's Role in Redefining Communication**

**15:50 to 15:55**

**Q&A Session**

 **Keynote 11**

**Yuri Lakhtionov**

**15:55 to 16:15**

**Waiting for Demand? Automate or Risk It All.**

**16:15 to 16:20**

**Q&A Session**

 Keynote 12

**Evelin Kremer**

**16:20 to 16:40**

**Fueling the Next Wave of conversational AI in Customer Experience**

- Decoding Conversational Feedback: How AI helps enrich and structure Contact Center conversational Feedback to unlock it's potential
- Real-world Use Cases: Discover practical AI applications that can transform your Contact Center Quality management and connect the dots for your CX programs Journey mapping.
- Automating Insights: Learn how AI can automate the collection and enrichment of your customers' signals and deliver actionable insights that improve loyalty, satisfaction and reduce friction.

**16:40 to 16:45**

**Q&A Session**

 Keynote 13

**Aarsh Srivastava**

**16:45 to 17:05**

**TBD**

**17:05 to 17:10**

**Q&A Session**



## PANEL DISCUSSION 1

17:10 to 17:50

**HUMAN-AI SYNERGY: ENHANCING CUSTOMER EXPERIENCE THROUGH COLLABORATION.**

**Moderator :**

**Christoph Esslinger**

Co-Founder & Managing Director  
Ideabay.AI

**Panelists :**

**Michae McTear** : Ulster University - Emeritus Professor

**Gennaro Montanino** : AXA Switzerland Conversational AI  
Strategy - AXA

**Katherine Munro** : Data, Analytics & AI Engineer -  
Swisscom

**Mark Zakhvatkin** : Director AI & Data - IU International  
University of Applied Sciences

17:50 to 18:00

**Q&A Session**

18:00 to 18:10

**Closing remark for day 1**

18:10 to 19:10

**Cocktail Reception**

**19:00**

| **Invitation Only**

| **Swiss Dinner**

**END OF DAY ONE**

## DAY 2

## TIMETABLE

09:00 to 09:20

Opening Remark & Keynote - Ray Allen

 Keynote 14

**Alejandro Correal**

09:20 to 09:40

**Change management strategy and implementation of Copilot for Microsoft 365 at scale**

09:40 to 09:45

Q&A Session



Keynote 15

**Ana Burica**

**09:45 to 10:10**

**IQ+EQ: Revolutionizing Brand-Customer Connections with Emotion-Driven Automation**

- Learn how Infobip and partners are enabling brands to respond empathetically to customer emotions using Conversational AI and Generative AI.
- Discover how AI technologies create real-time, emotionally intelligent interactions that deepen customer engagement and loyalty.
- Gain practical insights into how AI and CPaaS are revolutionizing brand communication by making emotional connections scalable and impactful.

**10:10 to 10:15**

**Q&A Session**

**10:15 to 10:35**

**Coffee & Networking Break**

 Keynote 16

**Connie Hwong**

**10:35 to 10:55**

**Conversational AI is Collaborative AI:  
Enhancing Team Dynamics and  
Efficiency in Communications**

**10:55 to 11:00**

**Q&A Session**

 Keynote 16

**Pablo Franco**

**10:35 to 10:55**

**The Future of Conversational AI in  
the Grocery Delivery Industry**

**10:55 to 11:00**

**Q&A Session**

 Keynote 17

**Edward Pauls**

**11:00 to 11:20**

**How conversational AI is taking off  
in Aviation**

- Personalized Travel Experience
- Operational Efficiency
- What is up ahead

**11:20 to 11:25**

**Q&A Session**

 Keynote 17

**Norman Nielsen**

**11:00 to 11:20**

**Scale globally with AI - How to create  
a scalable, Customer first experience  
with latest LLMs**

**11:20 to 11:25**

**Q&A Session**

**11:25 to 11:35**

**Break to move to parallel track rooms**

 **Keynote 18**

**Oleksandr Honchar**

**11:35 to 11:55**

**Customer Service Agent Systems for Enterprises: A New Era Beyond Rag**

**11:55 to 12:00**

**Q&A Session**

 **Keynote 19**

**Thomas Neumann**

**12:00 to 12:20**

**12 Month Recap - Success and Challenges on Supercharging TOBi with GenAI**

- How is Vodafone embracing GenAI
- What we did in the past 12 months and the ultimate benefit for our customers
- The hurdles and successes we have encountered on our 12 month journey

**12:20 to 12:25**

**Q&A Session**



**12:25 to 13:15**

**Lunch Break**

 **Keynote 20**

**Dr. Ralf Nikolai**

**13:15 to 13:35**

**Navigating Innovation and Compliance: Leveraging GenAI within the European regulatory framework**

**13:35 to 13:40**

**Q&A Session**

 **Keynote 21**

**Julien Roux**

**13:40 to 14:00**

**How to build your own LLM User Feedback Loop with Nebuly.**

**14:00 to 14:05**

**Q&A Session**

 Keynote 22

**Lukas Wogirz**

**14:05 to 14:25**

**From Reactive to Proactive: The Future of Customer Experience Through Large-Scale Content Discovery**

**14:25 to 14:30**

**Q&A Session**

**14:30 to 14:50**

**Coffee & Networking Break**

 Keynote 23

**Daniel Arnst & Tina Rahman**

**14:50 to 15:10**

**Unlocking Next-Level Customer Interaction.  
Exploiting the Power of GenAI for Telefónica's Customer Service Bot Aura**

**15:10 to 15:15**

**Q&A Session**

 Keynote 23

**Michael McTear**

**14:50 to 15:10**

**Using Large Language Models to enhance conversational interaction in chatbots**

**15:10 to 15:15**

**Q&A Session**

 Keynote 24

**Saliha Karakoyun & Sabine  
Oberhausen**

**15:15 to 15:35**

**Success criteria for a Customer  
Centricity Transformation**

**15:35 to 15:40**

**Q&A Session**

 Keynote 24

**Tristan Post**

**15:15 to 15:35**

**Driving Real Value with AI/GenAI**

**15:35 to 15:40**

**Q&A Session**

 Keynote 25

**Søren Meincke Persson**

**15:40 to 16:00**

**How to Effectively Use GenAI to  
Optimise Your Call Centre**

**16:00 to 16:05**

**Q&A Session**

 Keynote 25

**Sachit Mahajan**

**15:40 to 16:00**

**Ethical Considerations in Designing  
Conversational AI: Balancing  
Innovation and Responsibility**

**16:00 to 16:05**

**Q&A Session**



## PANEL DISCUSSION 2

16:05 to 16:45

### INTEGRATING CONVERSATIONAL AI ACROSS INDUSTRIES: CHALLENGES AND OPPORTUNITIES.

#### Moderator :

**Oliver-Andreas Leszczynski**

Director AI & Data  
Meyer Werft GmbH

#### Panelists :

**Søren Meincke Persson** : Head of Engineering - Telia Company

**Christos Koimtzis** : Business Development Manager - Deutsche Telekom

**Thomas Neumann** : Principal Manager Digital - Vodafone

**Ana Burica** : Director of Business Growth and Strategy- Infobip

16:45 to 17:00

| Q&A Session

17:00

| Closing Remarks

**END OF DAY TWO**

## ROUND TABLE DISCUSSION - DAY 1

**Time :**

**Moderator :**

**Round Table Members :**

**Day 1**  
**15:25 to 16:25**

**Oliver-Andreas Leszczynski**  
Director AI & Data  
Meyer Werft GmbH

**Erwin Pellemans** : Rabobank  
**Natasja Wientjes** : DHL eCommerc  
**Manu Pandey** : Swiss Re  
**Olga Khryapchenkova** : NIO  
**Alejandro Correal** : Nestlé  
**Jarno M. Koponen** : Zalando  
**Pablo Franco** : Delivery Hero  
**Ivan Kostešić** : Infobip  
**Edward Pauls** : Swiss International Air Lines

### Overcoming Challenges in Conversational AI Adoption

- **Identifying Key Challenges:** What are the main barriers you've encountered in adopting conversational AI within your organizations?
- **Best Practices for Implementation:** What strategies or frameworks have you found effective in successfully implementing conversational AI solutions?
- **Measuring Success:** How do you evaluate the effectiveness of conversational AI in enhancing customer experience?
- **Future Trends:** What emerging trends in conversational AI do you believe will impact its adoption in the near future?

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# PAST EDITION HIGHLIGHTS



# PAST ATTENDEES





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We are a group of seasoned specialists, passionate about curating unforgettable experiences that inspire. With accomplished event producers and some of the most creative minds in the industry, we organize industry-tailored conferences covering a wide range of topics that help provide a platform to the end-users and solution providers, hence fostering collaboration.

## CONTACT US

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\*the event will be held in english