

#CACES2025



Conversational AI & Customer Experience Summit

5TH & 6TH NOVEMBER 2025

4TH ANNUAL

MUNICH, GERMANY

Leonardo Royal Hotel Munich

<https://conversationaltechsummit.com/>

Altrusia



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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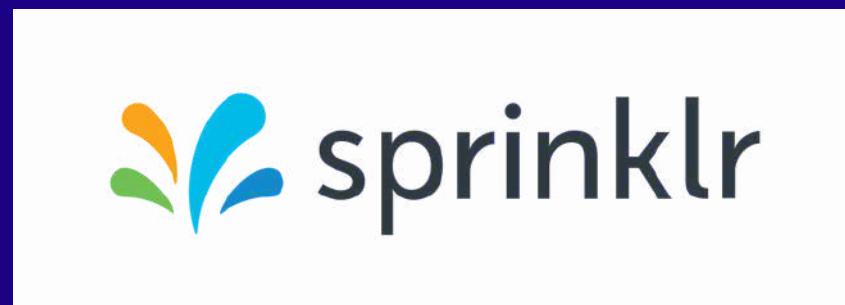


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SPEAKERS



MICHAEL MCTEAR

Emeritus Professor



MICHAEL KLOOS

Managing Director



**CHRISTOPH
ESSLINGER, PH.D.**

Co-Founder & Managing
Director



SØREN PERSSON

Director of Data
Engineering



DANIEL ARNST

Senior Conversational AI
Architect



KRIS HEDSTROM

Head of UI/UX Design &
Research



DAVID WAINWRIGHT

Chief Strategy Officer



ANDRÉ VOLWATER

Regional Sales Director
DACH



DAVID CASEM

Co-Founder & CEO



SPEAKERS



GIOVANNA B. QUESTIONI

Chief Transformation Officer

Independent



JÖRG SCHOBA

Domain Architect
Artificial Intelligence

OMV



VASILY RODOCHENKO

Software Engineer

FLiX



FABIAN KORTEKAAS

Chief Experience Officer



Den Haag



ANNA BREDOW

Senior UI/UX Designer

FLiX



MAAIKE GROENEWEGE

Founder

CONVOCAT



TIM STIERMAN

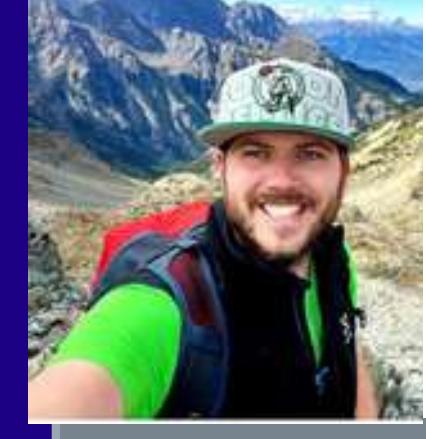
Digital product leader
Global CX platform



PHILIPP MALTRITZ

Head of Digital
Sales - AI

T-Systems



JULIEN ROUX

Co-Founder

Nebuly^{AI}

SPEAKERS



MARTIN KAISER

Managing Digital Product
Designer

PRODYNA ➡



MARGARITA LINDAHL

Head of AI

Panasonic
CONNECT



MICHAEL LAZOR

Founder & CEO

 **NEXTLEVEL.AI**



OLGA KHRAPCHENKOVA

Lead product
Manager

 **NIO**



TINA RAHMAN

Product Owner
Conversational AI

Telefónica
...



RODRIGO AVILES

CX Lead

 **HYUNDAI**



ALI FENWICK, PH.D.

Professor of
Organizational Behavior



HULT
INTERNATIONAL
BUSINESS SCHOOL



RAQUEL SERRANO

Senior Manager CS Global
Process Excellence

Booking.com



ANDRES MERINO

Business Development
Manager

 **MIMIC**
PRODUCTIONS

SPEAKERS



ADONIS CELESTINE

Senior Director

APPLAUSE^o



MACIEJ STANKIEWICZ

Director, Customer
Experience CoE

BUNGE



DUNCAN SHINGLETON

VP of Product Strategy

User Testing



SZABOLCS PINTÉR

Managing Director

UpScale



INGO STEINKELLNER

CEO

aiaibot



MARÍA ALEJANDRA LEÓN FLÓREZ

Senior Consultant

Allianz



NICOLE HRUSA

Senior Venture
Development Manager

Wayra
Telefónica



SERKAN CAKAR

Team Lead AI & Customer
Intelligence Lab

Telefónica



CLARISSA ROETHIG

Generative AI Governance
& Quality Expert

BMW
GROUP

SPEAKERS



BERND PLANNERER

Managing Director

CREALOG 



ROBIN THI STOINSKI

GTM

ElevenLabs



MOHAMMED HASSAN

Head of Conversational
AI Experience

Ideabay.AI

DAY 1 - 5TH NOVEMBER

TIMETABLE

8:30 to 8:50 AM	Opening Remark - Christoph Esslinger- MD - Ideabay AI
8:50 to 9:10 AM	 Fabian Kortekaas - Chief Experience Officer - City of The Hague
TOPIC Keynote 1	Digitalizing the Citizen Experience <ul style="list-style-type: none">• The challenges of introducing a CX way of working in a governmental environment• Omnichannel CX Strategy for the City of The Hague• Building an open source and common ground movement in the Netherlands
9:10 to 9:15 AM	Q&A Session
9:15 to 9:35 AM	 Michael McTear From Emeritus Professor
TOPIC Keynote 2	Beyond Prompting: A Framework for Generative AI Competence
9:35 to 9:40 AM	Q&A Session

9:40 to 10:05 AM

||||| David Wainwright & Martin Kaiser From Prodyna

TOPIC

Keynote 3

Challenges of introducing & building an AI Hybrid Workforce

- Adoption of AI agents as colleagues in hybrid teams

With the integration of AI agents into hybrid teams, they will take over repetitive tasks while humans focus on strategic and interpersonal work. Using the “AI HR Generalist” as an example, it highlights how collaboration between humans and AI increases efficiency and scalability in modern organizations.

- Empowering UX in human and AI Agent collaboration

How thoughtful orchestration of AI agents can enhance usability and overall team performance –covering role clarity, interaction design, and trust-building.

10:05 to 10:10 AM

Q&A Session

10:10 to 10:35 AM

||||| Michael Kloos - Managing Director from CreaLog

TOPIC

Keynote 4

Model Context Protocol (MCP) – Pathways to new data sovereignty

MCP paves the way for flexible, sovereign AI dialogue systems. The game changer for data sovereignty: Standardized, secure, LLM-independent – for adaptive, context-rich dialogues and an outstanding customer experience across all channels.

10:35 to 10:40 AM

Q&A Session

10:40 to 11:10 AM	Coffee & Networking Break
11:10 to 11:30 AM	 Margarita Lindahl - Head of AI - Panasonic Connect
TOPIC Keynote 5	Beyond the Buzz: Embedding Conversational AI in Enterprise Workflows <ul style="list-style-type: none"> • Moving beyond pilots: embedding conversational AI into daily operations • Upskilling teams to interact effectively with AI systems • Building trust, addressing concerns, and ensuring responsible use
11:30 to 11:35 AM	Q&A Session
11:35 to 11:55 AM	 Robin Thi Stoinski - GTM From ElevenLabs
TOPIC Keynote 6	Voice AI, Emotion & Context: Elevating Customer Experience with Human-Like Speech
11:55 to 12:00	Q&A Session

12:00 to 12:20 PM	 Kris Hedstrom - Head of UX/UI Design & Research - ON
TOPIC Keynote 7	<p>Designing AI UX that builds trust</p> <ul style="list-style-type: none"> • Invisible AI is good AI. The best AI interfaces don't brag about being smart. They quietly solve problems, fit seamlessly into context and let the user stay in flow • Design is the trust layer. Whether in product discovery, conversation or brand interaction, UX is where users decide whether they feel supported or manipulated • In conversational AI, subtlety builds believability. In chat or voice interfaces, invisible UX means knowing when to speak, how to express uncertainty and how to match emotional tone to the brand
12:20 to 12:25 PM	Q&A Session
12:25 to 1:25 PM	Lunch & Networking Break
TOPIC Keynote 8	 Tim Stierman - Digital product leader Global CX platform - IKEA <p>Unlock GenAI's Data Analytics power – IKEA's smart CX assistant</p> <ul style="list-style-type: none"> • At IKEA, we believe in democratizing data & insights for all 220.000 IKEA Co-workers • We are now on a 1-year journey to create a smart CX AI chatbot • I want to share our learnings and some challenging realities about working with AI agents in large corporate organisations
1:45 to 1:50 PM	Q&A Session

1:50 to 2:10 PM	 Szabolcs Pintér - Managing Director - UpScale Labs
TOPIC Keynote 9	<p>AI-Driven Talent Journeys: Transforming Recruitment, Training & Competency Assessment</p> <p>While AI adoption in HR often stops at chatbots or CV screening, organizations need scalable, end-to-end solutions that truly enhance talent management. In this session, UpScale shares its experience in deploying AI-powered recruitment, learning, and competency assessment platforms for enterprise clients in regulated industries. We'll demonstrate how conversational and generative AI can:</p> <ul style="list-style-type: none"> • Identify and engage the right candidates more efficiently, • Deliver personalized learning and development journeys, • Provide objective, data-driven competency insights for leaders. • The focus is on real-world implementation, compliance with regulations (including the EU AI Act), and the business impact of human-centric AI in HR.
2:10 to 2:15 PM	Q&A Session
2:15 to 2:35 PM	 Julien Roux - Co-Founder - Nebuly AI
TOPIC Keynote 10	<p>From Black Box to Business Value: User Analytics for GenAI</p> <ul style="list-style-type: none"> • Understanding how users engage with GenAI products • Finding high-quality business signals in user conversations • Turning insights into automated, revenue-driving actions
2:35 to 2:40 PM	Q&A Session

2:40 to 3:00 PM	 Anna Bredow - Senior UX/UI Designer & Conversational AI Enthusiast - Flix Vasily Rodochenko - Software Engineer - Flix
TOPIC Keynote 11	Transforming Customer Experience with Agentic AI They will highlight Flix's journey from using an NLU-based bot to a powerful AI agent that transformed the customer experience significantly, providing support and empathy.
3:00 to 3:05 PM	Q&A Session
3:05 to 3:35 PM	Coffee & Networking Break
3:35 to 4:05 PM	 Panel Discussion 1 <p>Moderator David Casem - Telnyx</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Rodrigo Aviles - Hyundai • Olga Khryapchenkova - Nio • Clarissa Roethig - BMW Group <p>From Voice Assistants to AI Co-Drivers and Beyond: The Next Frontier of Conversational Intelligence in Mobility</p> <p>In this session, leaders from AI, CX, and automotive innovation explore how real-time, edge voice networks are enabling the next generation of conversational AI across industries. From connected vehicles to enterprise customer support, discover how infrastructure, latency, and trust are shaping the way we speak with machines.</p> <ul style="list-style-type: none"> • Why voice AI is emerging as the natural interface for human-machine interaction • What enterprises need to make voice AI perform in real time, at global scale • The evolving role of networks and edge compute in bringing conversation to life
4:05 to 4:15 PM	Q&A Session

4:15 to 4:35 PM	 Adonis Celestine - Senior Director - Applause
TOPIC Keynote 12	<p>Experience Assurance: From Code to Connection</p> <ul style="list-style-type: none"> • Humans matter: Safeguard AI against bias, hallucinations, and harmful outputs by designing human-centric interactions. • Beyond code: Leverage diverse, real-user communities to provide the feedback loops needed to refine AI for accuracy, relevance, and empathy. • Experience lasts: Redefine quality as the bridge between technical brilliance and genuine human connection, because technology fades, but experiences last.
4:35 to 4:40 PM	Q&A Session
4:40 to 5:00 PM	 Andres Merino - Business Development Manager - Mimic Productions
TOPIC Keynote 13	<p>Transforming Customer Experience and Brand Connection with AI Avatars</p> <ul style="list-style-type: none"> • From Characters to Customer Agents • Designing Human-Centric Journeys • Building Trust in the Age of AI
5:00 to 5:05 PM	Q&A Session
5:05 to 5:25 PM	Networking Break

5:25 to 5:45 PM	 Maciej Stankiewicz - Global Head of Customer Experience - Bunge
TOPIC Keynote 14	Design for Humans and Robots – the current trend in the design connected with the software 3.0
5:45 to 5:50 PM	Q&A Session
5:50 to 6:10 PM	 Jörg Schoba - Domain Architect Artificial Intelligence - OMV
TOPIC Keynote 15	At OMV we have are following a self-service platform approach to be able to deliver our pro-code AI solutions in a scalable way to our internal business using building blocks that we develop and reuse for solutions. We want to show how with limited internal resources such a platform can be designed and will actually scale. We use building blocks e.g. for Chatbot backends, for AI data indexing, for AI testing, for InfraAsCode in DevOps and for the actual user frontends etc. This is a continuous platform development cycle that is in a close feedback with the actual development cycles of the products that are then developed using that building blocks and are probably even published using our central AI Hub frontend.
6:10 to 6:15 PM	Q&A Session
6:15 to 6:25 PM	Closing Remarks
6:25 to 7:25 PM	Cocktail Reception
End of Day 1	

DAY 2 - 6TH NOVEMBER

TIMETABLE

8:30 to 8:50 AM	Opening Remarks
8:50 to 9:10 AM	 Christoph Esslinger - Ideabay AI
TOPIC Keynote 16	TBD
9:10 to 9:15 AM	Q&A Session
9:15 to 9:35 AM	 Dr. Ali Fenwick From Hult Business School
TOPIC Keynote 17	AI's Blind Spots: Why Artificial Intelligence Needs a Psychologist Before It Needs More Code
9:35 to 9:40 AM	Q&A Session

9:40 to 10:00 AM	 Raquel Serrano - Senior Manager CS Global Process Excellence - Booking.com
TOPIC Keynote 18	Human + AI Collaboration in Conversational CX – Operational Excellence at Scale <ul style="list-style-type: none">• Integrating Generative AI and Large Language Models in customer experience• Key challenges, frameworks, and best practices for scaling seamless human-AI collaboration• Real-world results and practical insights for adopting AI-powered solutions in customer service
10:00 to 10:05 AM	Q&A Session
10:05 to 10:25 AM	 Ingo Steinkellner - CEO - aiaibot
TOPIC Keynote 19	AI Agents & RAG at Scale: Building Conversational Systems that Pull from Knowledge Bases Without Compromising Security
10:25 to 10:30 AM	Q&A Session
10:30 to 11:00 AM	Coffee & Networking Break

11:00 to 11:20 AM

 Giovanna B. Questioni - Independent

Topic

Keynote 20

Sculpting Modern Store Experiences for Tomorrow's Shopper

- The shopper's expectations in the future - how we can predict and be prepared for Customers needs.
- Innovative technological solutions - the most influential on the physical stores | shopping experience in the coming years | successful implementations of tools using AI, augmented reality & other.
- We live in an omnichannel world and constantly growing mobile shopping - how should we proceed with customer experience of a future shopper (in a physical store and in digital as in e-commerce / m-commerce).

11:20 to 11:25 AM

Q&A Session

11:25 to 11:55 AM

 Panel Discussion 2

Moderator:

- Nicole Hrusa - Wayra
Germany

Panelists:

- Søren Persson - Norlys
- Serkan Cakar - o2 Telefónica
- Dr. Bernd Plannerer - CreaLog
- Mohammed Hassan - Ideabay AI
- Philipp Maltritz - T-system

AI-Native Telcos: Redefining Customer Experience with Generative and Autonomous Conversations

- How are Generative AI and LLMs changing the design of telecom customer journeys, from onboarding to support and upsell?
- What does an “AI-native” telco look like in 2025 and beyond?
- How can telcos scale conversational AI responsibly—balancing automation, personalization, and trust?

11:55 to 12:05 PM

Q&A Session

12:05 to 12:25 PM	 André Volwater - Regional Sales Director DACH - Sinch
TOPIC Keynote 21	Beyond chat: How conversational AI is powering the next era of customer engagement
12:25 to 12:30 PM	Q&A Session
12:30 to 1:30 PM	Lunch Break
1:30 to 1:50 PM	 Olga Khryapchenkova - Lead Product Manager - AI - Nio
TOPIC Keynote 22	<p>Voice On The Road: Enhancing The In-Car HMI With Machine Learning</p> <p>Together with Olga, we'll explore how advanced voice technologies enhance in-vehicle HMI and information architecture—improving safety by reducing cognitive load, enabling hands-free operation, and simplifying access to vehicle functions. We'll show how seamless app integration and conversational, dynamic structures—whether built on classic intent models or LLMs (RAG and agents)—make the driving experience safer, more intuitive, and more engaging.</p>
1:50 to 1:55 PM	Q&A Session

1:55 to 2:15 PM

||||| Michael Lazor - Founder & CEO - NextLevel AI

TOPIC

Keynote 23

From IVR and wait times to fully AI-driven call center: Challenges, ROI, Real-world data

- From IVR and Wait Times to Autonomous AI-First Contact Centers: how fast human-bottlenecked B2C communications are being replaced with AI - current state, transition pace, adoption challenges, and real-world benchmarks.
- From Pilots to Enterprise-Grade Reality: Technical and operational challenges - STT/TTS real-time models, multi-language and dialect handling, continuous monitoring and improvement at scale, don't trust LLMs! layered validation, PII compliance, and AI vs Human+AI architectures.
- ROI and Real-World Outcomes: Counting the dollars through failure and success cases. Use cases: shipment delivery CS, hospital patient experience, insurance member support, diabetes health-coaching - showing how agentic outbound + inbound orchestration drives omnichannel AI-powered growth.

2:15 to 2:20 PM

Q&A Session

2:20 to 2:40 PM

||||| Dr Duncan Shingleton - VP of Product Strategy - UserTesting

TOPIC

Keynote 24

The Missing Link in AI: Human Insight Loops for Customer-Centric Conversations

- Why AI needs human context: Discover why intelligence alone isn't enough
- How feedback loops improve AI: Explore how to enhance AI-driven customer experiences.
- What this means for your business: Learn how human insight can reduce costly failures

2:40 to 2:45 PM

Q&A Session

2:45 to 3:40 PM	Coffee & Networking Break
3:40 to 4:00 PM	 Daniel Arnst - Senior Conversational AI Architect - Telefonica Tina Rahman - Product Owner Conversational AI - Telefonica
Topic Keynote 25	<p>Deploying GenAI in Practice: Lessons Learned from Scaling Telefónica's Customer Service Bot Aura</p> <ul style="list-style-type: none"> From Hype to Reality: Navigating expectations vs. actual capabilities of GenAI in production environments, especially in customer-facing applications like voice assistants and chatbots Data, Governance & Evaluation: Tackling challenges around data quality, retrieval strategies (RAG), hallucination control, and scalable evaluation frameworks for LLM-based systems. Collaboration & Change Management: Building cross-functional alignment—from linguists to engineers to legal—while fostering a culture of experimentation and responsible innovation.
4:00 to 4:05 PM	Q&A Session
4:05 to 4:25 PM	 Søren Meincke Persson - Director of Data Engineering - Norlys
TOPIC Keynote 26	<p>Would You Rather Have 500 Dashboards or One Chat Interface?</p> <ul style="list-style-type: none"> From Dashboards to Dialogue – A semantic layer and consolidated metrics form the backbone for powerful LLMs, enabling consistent, trusted insights. One Interface for All Needs – A single conversational interface can serve as the entry point for everything from BI to AI-driven insights and recommendations Beyond Insights – The chat interface is not just a reporting tool; it can become your mission control console, where insights, decisions, and actions come together.
4:25 to 4:30 PM	Q&A Session

4:30 to 4:50 PM	 Maaike Groenewege - Founder - Convocat
TOPIC Keynote 27	<p>'Designing for doubt' Reimagining what good design means in the age of GenAI</p> <ul style="list-style-type: none"> • Before 2022, it was pretty clear whether you were talking to a bot or a human: the tell-tale 'I'm sorry, didn't understand, could you please repeat your question?' was a bit of a give-away. As a conversation designer, my role was to give these bots a semblance of human-like naturalness, to remove friction and increase user trust. • With the arrival of ChatGPT, this changed – radically. With a user interface that combines the gift of the gab with information that's not necessarily accurate, designers are faced with a novel challenge. How do we design for interfaces that are so convincing that people instinctively drop their guards and trust them more than might be good for them? And do our traditional design paradigms still serve us here?
4:50 to 4:55 PM	Q&A Session
4:55 to 5:15 PM	 Maria Alejandra León Flórez - Senior Consultant - Allianz
TOPIC Keynote 28	<p>How We Use AI to Transform Business at Allianz Services</p>
5:15 to 5:20 PM	Q&A Session
5:20 to 5:30 PM	Closing Remarks
End Of Day 2	

PAST EDITION HIGHLIGHTS



PAST ATTENDEES



ABOUT ALTRUSIA

We are a Global event company committed to providing an unparalleled experience

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.

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*the event will be held in english