

Altrusia Presents



Conversational AI & Customer Experience Summit



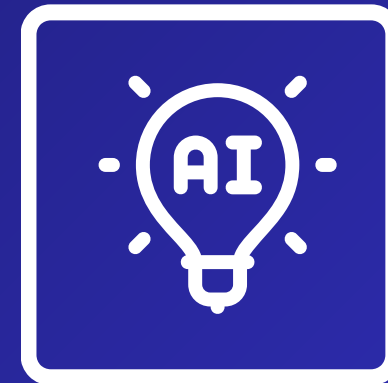
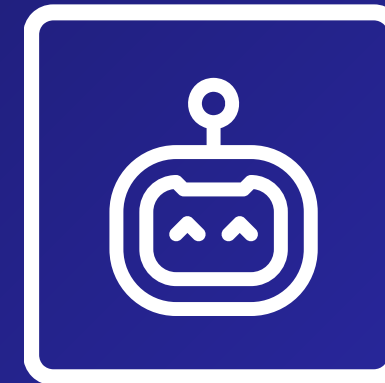
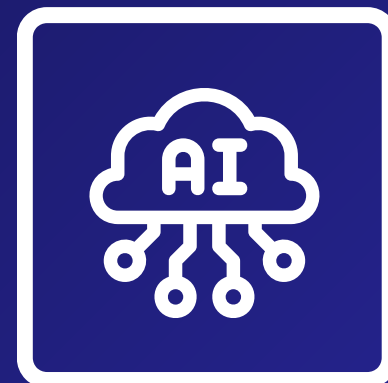
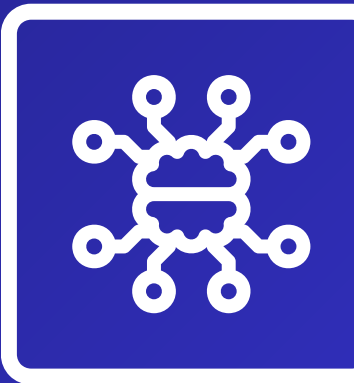
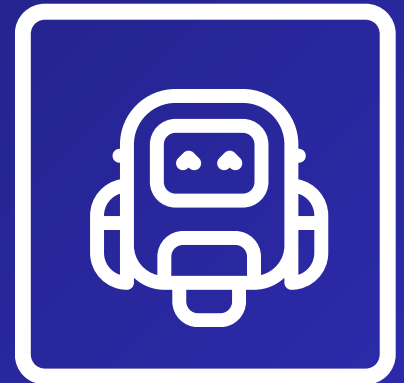
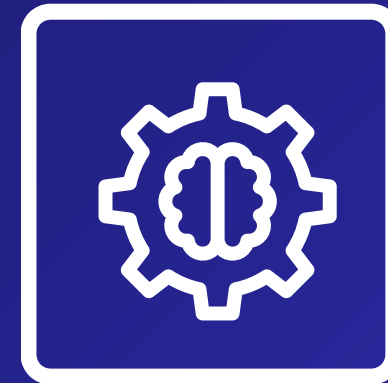
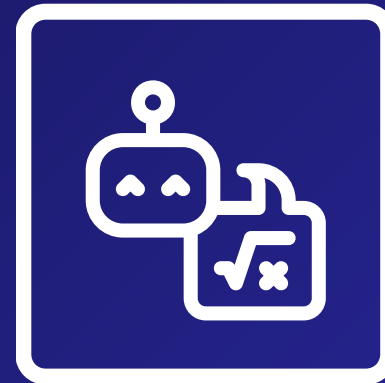
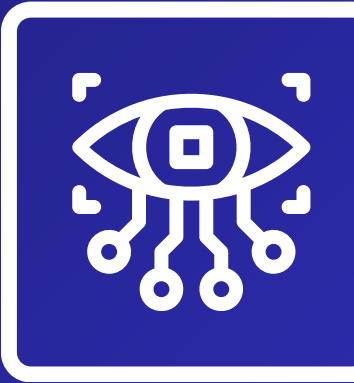
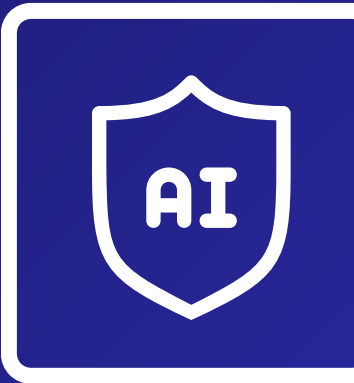
10th International Edition

9th April 2026

Crowne Plaza

Kuala Lumpur, Malaysia

[Visit Official Webpage](#)



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 1-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

Apart from providing a platform to discuss the evolution of Conversational AI and how the future of Artificial intelligence looks like, we also invite innovative solution providers to showcase their products and help us understand how their technology can help in solving various issues faced by the businesses. With cross-industrial networking and detail-oriented case studies, our conferences are memorable experiences to take home for both speakers and attendees.

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



E-commerce



Automotive



Education



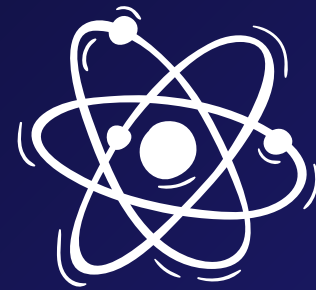
Healthcare



Telecom



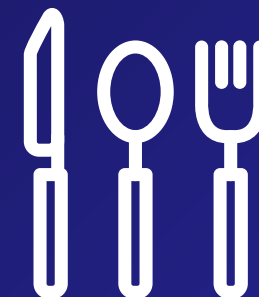
Consultancy



Technology



Internet



Hospitality



Manufacturing



Logistics

Topics to be covered

- Architecting Scalable Conversational AI Platforms for Enterprise Applications
- Leveraging Large Language Models (LLMs) for Real-Time Customer Interactions
- Integrating Multimodal AI (Text, Voice, Image) in Customer Experience Workflows
- Data Privacy and Security Best Practices for Conversational AI Deployments
- Advanced Natural Language Understanding (NLU) for Multilingual Markets
- Optimizing AI-Powered Chatbots with Continuous Learning and Feedback Loops
- Implementing AI Orchestration for Seamless Omnichannel Customer Journeys
- Measuring and Improving Conversational AI Performance with Analytics and Metrics
- Generative AI for Automated Content Creation in Customer Interactions
- Deploying AI Agents with Robust Failover, Monitoring, and Governance Controls
- Designing Context-Aware AI Agents for Personalized Customer Experiences
- Building Robust Conversational AI Pipelines with Cloud-Native Architectures
- Applying Reinforcement Learning to Improve AI Dialogue Management
- AI-Driven Sentiment and Emotion Analysis for Real-Time Customer Support
- Ensuring Explainability and Transparency in Generative AI for CX
- Automating Knowledge Base Updates with AI-Powered Information Retrieval
- Implementing Secure API Integrations for Enterprise Conversational AI Systems

Sponsors

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Speakers



**GEORGE IONUT
DANIFELD**

Chief Marketing Officer



MOHD AZLAN MASOOD

Chief Operating Officer



DARRYL MA

Head of Digital
Automation



LOLITTA SUFFIAN

SVP Customer Experience



CHRISTOPHE VICIC

Chief Growth Officer



WEI JIE KWAN

VP, Customer Success &
Business Insights



KELFERD HOR

VP, Investors Digital
Experience (Digital
Business)



EDISON CHOONG

Deputy Director



JIA YING LEE

Asia Regional Leadership
Council / Customer
Experience



Speakers



SABRINA Y

Head of IT Transformation



DARIO BIANCHI

Chief Product Officer



SOURABH MUKHERJEE

Director & Country Service
Line Leader, Customer &
Employee Experience



DR. DIANA JAYASAURI

Multi-Industry Prosci
Change Management
Practitioner.



TAUFIQ HUSSIEN

Managing Director



DAVID LIN

Country Head - Malaysia



**MUHAMMAD NUR
AZRAQ ABD RAZAK**

Chief Technology Officer



**DR MOHAMED ACKIEL
MOHAMED**

Director



SACHIN SURESH

Business Head (South
East Asia) - Babyshop



Speakers



YOGESH AGARWAL

VP, Digital Solutions -
Process Automation
Energy Industries (PAEN)



KALPANA VELURI

Director of Strategic IT
Portfolio



IRENE LEW CHAI LING

Head of Group Customer
Experience, Malaysia



IR. DR. TAN CHOR MIN

Senior General Manager,
Data & AI



JOHN DING WEI LIM

Solutions Engineering
Lead



KOK CHIANN

Chief Product & Technology
Officer at Setel




ROSALINE OH

Vice President of Business
Transformation





Timetable

| | |
|---------------------------|--|
| 08:00 to 08:30 | Event Registrations |
| 08:30 to 09:00 | Opening Remarks |
| 09:00 to 09:20 |  Edison Choong From Matrade Gov |
| TOPIC Keynote 1 | Conversational AI as a Catalyst for Malaysia's Digital Economy and Trade Competitiveness. |
| 09:20 to 09:25 | Q&A Session |
| 09:25 to 09:55 |  Dario Bianchi - Mindvalley |
| TOPIC Keynote 2 | Conversational AI 2.0: The Rise of Generative Agents and Autonomous Customer Experiences |
| 09:55 to 10:00 | Q&A Session |

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|--|---|--|
| 10:00 to 10:20 | 🔊 Reserved for Presenting Partner | |
| TOPIC Keynote 3 | The 90% Problem: Why Most Conversational AI Fails at Scale (And What the 10% Do Differently) | |
| 10:20 to 10:25 | Q&A Session | |
| 10:25 to 10:55 | Coffee & Networking Break | |
| 10:55 to 11:25 | 🔊 Panel Discussion 1 | |
| Moderator Sourabh Mukherjee From IPSOS | Topic Conversational AI Across Industries: Opportunities, Challenges, and the Road to Mass Adoption in Malaysia | Panelist <ul style="list-style-type: none"> • David Lin - BSV • Taufiq Hussien - Telin • Darryl Ma - Celcomdigi • Sabrina Y - MR. DIY • Christophe Vicic - JLL |
| 11:25 to 11:30 | Q&A Session | |

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|---------------------------|--|
| 11:30 to 11:50 |  Reserved for Co-presenting Partner |
| TOPIC Keynote 4 | From Chatbots to Co-Pilots: The Future of Autonomous AI in Customer Experience |
| 11:50 to 11:55 | Q&A Session |
| 11:55 to 12:15 |  Activeo |
| TOPIC Keynote 5 | Deploying AI Agents with Robust Failover, Monitoring, and Governance Controls |
| 12:15 to 12:20 | Q&A Session |
| 12:20 to 1:20 | Lunch Break |

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| 1:20 to 1:50 |  Panel Discussion 2 | |
| Moderator Dr. Mohamed Ackiel Mohamed From Academy of Frontier Technology | Topic Multilingual AI for ASEAN: Overcoming Language and Cultural Barriers in Customer Engagement | Panelist <ul style="list-style-type: none"> • Wei Jie Kwan - NETS • Sachin Suresh - Landmark Group • Irene Lew Chai Lin - OCBC • Ir. Dr. Tan Chor Min - CTOS • Dr. Diana Jayasauri |
| 1:50 to 1:55 | Q&A Session | |
| 1:55 to 2:15 |  DevRev | |
| TOPIC Keynote 6 | Winning in AI adoption | |
| 2:15 to 2:20 | Q&A Session | |

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| 2:20 to 2:40 |  Mohd Azlan Masood From PNB |
| TOPIC Keynote 7 | Reimagining Customer Trust and Operational Excellence in Financial Services Through Conversational AI |
| 2:40 to 2:45 | Q&A Session |
| 2:45 to 3:25 | Coffee & Networking Break |
| 3:25 to 3:40 |  Kok Chiann - Setel |
| TOPIC Keynote 8 | AI-Driven Customer Insights: Turning Conversational Data into Strategic Business Decisions |
| 3:40 to 3:45 | Q&A Session |

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| 3:45 to 4:15 |  Panel Discussion 3 | |
| Moderator Kalpana Veluri From Experian | Topic The Road Ahead: Scaling Conversational AI in Malaysia and ASEAN – Strategies, Ethics, and Innovation | Panelist <ul style="list-style-type: none"> • George Ionut Danifeld - TRAPO • Lolitta Suffian - BSN • Kelferd Hor • Yogesh Agarwal - ABB • Muhammad Nur Azraq Abd Razak - Enda Group |
| 4:15 to 4:20 | Q&A Session | |
| 4:20 to 4:35 |  Reserved for Gold Partner | |
| TOPIC Keynote 9 | Hyper-Personalization at Scale: Leveraging Generative AI for Next-Level Customer Experiences | |
| 4:35 to 4:40 | Q&A Session | |
| 4:40 to 5:00 | Coffee & Networking Break | |









































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| 5:00 to 5:20 |  Jia Ying Lee - CXPA / PNB |
| TOPIC Keynote 10 | TBD |
| 5:20 to 5:25 | Q&A Session |
| 5:25 to 5:45 |  TBD |
| TOPIC Keynote 11 | Building Trustworthy AI: Governance, Ethics, and Compliance in Customer Engagement |
| 5:45 to 5:50 | Q&A Session |
| 5:50 to 6:10 |  TBD |
| TOPIC Keynote 12 | The Future of Conversational AI in ASEAN: Trends, Predictions, and the Next Decade of Customer Experience |
| 6:10 to 6:15 | Q&A Session |
| End of the Event | |

STANDARD USER PASS

Description

- Access to Event
- Access to Networking area
- Access to all the Exhibition Booths
- Coffee Networking Breaks
- Buffet Lunch
- Certificate of Participation

Our Previous Sponsors

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Previous Events Highlights



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.

Contact Us

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 **Visit for more info**

www.Altrusiaglobal.com

 **Call Us**

[+91 9967996461](tel:+919967996461)

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*the event will be held in English