

The New Economics of Financial Services CX: From Insights to Impact: An Executive Leadership Forum

Executive Event

SPEAKERS



Dmitry Binkevich Global Head of Industries Qualtrics



Tej Luthra Head of STRAT Data/GenAl SSAs



Ilana Boyum XM Solutions Strategist Qualtrics



Max Waldron
Partner
Bain & Company

Click Here to Register



Eastern Time

Lunch & Registration

12:30 PM-1:20 PM

Opening Remarks

1:20 PM-1:30 PM

The New Economics of Customer Experience in Financial Service

1:30 PM-2:15 PM

Explore how leading financial institutions are redefining customer experience transformation using Al-driven engagement strategies. Learn about the new rules of engagement and the financial opportunity to getting this right.

PANELISTS

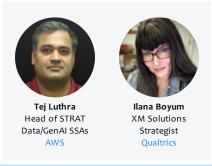


Accelerating CX Innovation: Al-Powered Experience Management in Action

2:15 PM-3:15 PM

Learn how <u>Fiserv</u> leverages AWS's machine learning capabilities and Qualtrics' experience management platform to unlock deeper customer insights and drive personalization at scale.

PANELISTS



Networking Break

3:15 PM-3:30 PM

Orchestrating Enterprise-Wide CX Transformation

3:30 PM-4:15 PM

Senior leaders share practical strategies for driving organizational change, breaking down silos, and creating a customer-centric culture. Discussion will focus on overcoming common barriers and measuring transformation success.

CHAIR



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Final Thoughts

4:15 PM-4:30 PM

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