

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
Global Head - Data &
AI | Specialists
Solutions
Architecture | AWS
Industries
AWS



Ilana Boyum XM Solutions Strategist Qualtrics



Max Waldron
Partner
Bain & Company



Nicki Brooks
Director, Global
Segment Marketing
Lead, Data &
Research
S&P Global



Alessandro Petroni Head of data engineeing The clearinghouse

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

1:30 PM-2:15 PM

www.cvisionintl.com

Financial Services

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.

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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 customercentric culture. Discussion will focus on overcoming common barriers and measuring transformation success.

CHAIR



Dmitry Binkevich Global Head of Industries Qualtrics

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Final Thoughts

4:15 PM-4:30 PM

Cocktail Reception

4:30 PM-5:30 PM

TOGETHER WITH



qualtrics.[™]

