

AGENDA

Redefining CX - The AI Powered Future of Customer Experience

Executive Dinner

SPEAKERS



Ben Neo
Contact Center & Cx
Sales Head (EMEA)
Zoom



Russel Bigg
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REDEFINING CX: THE AI-POWERED FUTURE OF CUSTOMER EXPERIENCE



February 25, 2026

6:00 PM-9:30 PM

United Kingdom Time

AI continues to dominate the conversation around customer experience, yet many organizations struggle to translate ambition into measurable impact. This exclusive executive engagement brings together CX leaders to explore how AI is being applied in practice to improve customer engagement, operational efficiency, and business outcomes. Drawing on insights from primary research across 600 UK enterprise organizations, the discussion will highlight where AI adoption is succeeding, where it is falling short, and why execution remains a challenge. Attendees can expect to gain perspective on how to better align teams, deploy AI across the customer journey, and make more informed decisions about where AI can meaningfully enhance the customer experience.

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