Morning Workshop: 8:30 am – 1:30 pm

 CX and AI: Truly understand your customers and build better interaction
Through practitioner-led discussions, you will walk away with a more detailed understanding of how AI is leading to higher customer satisfaction, greater sales, and even more relevant customer feedback.

SIGN UP: We recommend registering for this event along with the afternoon experience—Insight Immersion NYC: A Curated CX Tour. You may also sign up for just this event.

CPE credit available

Workshop Registration/Breakfast: 8:30 am

Welcome and Introduction: 9:00 – 9:15 am

9:15 – 10:00 am

The Evolved CX Playbook: Engineering Whole Experiences that Get Consumer Jobs Done
Join Geeta Wilson, the founder of Humana’s FastStart Lab, a CX innovation incubator, as she shows you how to create whole experiences that solve for actual consumer problems. Geeta explores ways to use AI and big-data analytics to understand the customer journey, interact with consumers, and act on what they are really trying to do.

Making these critical connections lets you tell the whole story by observing, testing, learning, and quickly iterating to meet customer expectations in rapidly evolving markets. Once you understand the jobs people want to get done, you can innovate new products with seamless omni-channel capabilities that meet consumers where they are. Here’s the way to engineer and deliver end-to-end experiences that put customers at the center of everything you do.

Geeta Wilson, Vice President, Consumer Experience – Enterprise Transformation, Humana

Networking Break: 10:00 – 10:30 am

10:30 – 11:15 am

Emotional Intelligence: Why Going Conversational Is A Key Component of Successful Automated Customer Engagement
This presentation will discuss Autodesk’s Augmented Intelligence strategy — more particularly, their decision to take a dialog-driven approach to automated engagement. It will highlight how the convergence of business needs, customer data, and technological breakthroughs led Autodesk to choose a conversational interface as a customer engagement solution.

This session will also highlight some of the benefits that an intelligent assistant can bring by showcasing the evolution of the Autodesk Virtual Agent (AVA) as she attempts to blur the lines between human and machine assistance. AVA has reduced time-to-resolution by 99% from an average of 1.5 days to under 5 minutes, and helps over 2,000 customers per day, with an average customer satisfaction rating of 85%.

Additionally, we will explain Autodesk’s rationale and strategy, and detail some of the key learnings from this decision. Lastly, the presentation will explain how this decision has helped the company progress towards their goals of becoming a customer-centric and digital company.

River Hain, Solution Analyst, Inquiry Management, Autodesk

Panel Discussion: AI and CX: Where are we now and where are we going
Technology continues to infiltrate all areas of an organization. And while customer experience professionals have been leveraging data for quite some time, AI offers huge improvements into how to improve the customer experience, engagement, and business growth.

Join our panelist as we discuss some of the best current uses of AI and CX, where they see new initiatives taking hold, and what they see for the future.

- What are the myths and realities of AI from a CX perspective?
- Understand how AI exponentially adds to data sets, and provides even more information that can improve CX
- Can we operationalize empathy to better develop trust?
- Learn how top organizations effectively manage their data, and leverage it to improve customer insights
- Hear how some technological spend has translated into higher efficiency gains that has led to a measurable – and favorable – ROI
- Understand how CX departments can deploy AI more strategically, and yield better long-term business results as it delivers value to customers

Eric Obenzinger, Global Client Partner - Travel, Google
George Saffold, Director, Customer Experience, Williamson-Dickie
Tim Peter, Program Director, Digital Strategy and Enterprise Digital Transformation, The Conference Board
Customer Experience Day - CX and AI Plus CX Insight Immersion
October 22, 2018
The Conference Board | 845 Third Avenue | New York, NY

Lunch: 12:15 – 12:45 pm

12:45 – 1:30 pm
AI and Human Collaboration Enhancing the Creative Customer Experience
Technology-driven innovation is ushering in game-changing creative content with artificial intelligence (AI) and machine learning (ML). Brands, marketers and creative agencies that integrate unified AI, bots and machine learning technologies will not only have a competitive advantage in what they innovate, but how they innovate.

Adobe’s Chris Duffey will pull back the curtain on AI and show some real-world examples of how AI can amplify human creativity and intelligence — from enabling more empathy to creating, delivering and optimizing immersive customer experiences.

Attendees will learn:
- How humans and machines can to leverage AI for efficiency and creativity to design, deliver and optimize personalized customer experiences
- How AI is being used to address content velocity and derive stronger customer insights, including anticipating their wants and desires
- Why AI/ML and human integration will “smart-ify” digital experiences and customer engagement with contextual personalization
- Why investing in AI is essential, and inevitable, as more customer engagement shifts online

Chris Duffey, AI Business Development and Strategic Development, Adobe

Afternoon Experience: 2:00 – 6:00 pm
Insight Immersion NYC: A Curated CX Tour
Note: Tour will depart from The Conference Board
Join a group of your peers on a curated tour through the vibrant streets of New York City to explore the intersection between technology and customer experience. You’ll get to learn about current marketplace trends, discover buzz-worthy brand spaces, interact with savvy experts, participate in unexpected experiences and uncover valuable insights about how to better integrate technology with the human side of customer experience. Our itinerary will include leading-edge destinations where we will explore the concept of customer experience from many angles.

Highlights include:
- a mobile shopping augmented reality platform;
- a wellness-centric approach to the built environment;
- an experiential brand space focusing on parallel industry innovation;
- and a range of physically-aware interactive retail displays

Tour Leader:
Stephan Paschalides: Founder, Now Plus One.

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REGISTRATION INFORMATION

Online  www.conferenceboard.org/CustomerExperience
Email  customer.service@conferenceboard.org
Phone  212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

CX Day Pricing:

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Fees do not include hotel accommodations.

Location
The Conference Board Conference Center
845 Third Avenue
(Between 51st and 52nd), 3rd Floor
New York, NY 10022
Customer Service: 212.339.0345

Hotel Accommodations
Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Customer Experience Conference.

Westin New York at Times Square
270 West 43rd St.
New York, NY 10036
Tel: 212-201-2700

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person
For a team of three or more registering from the same company at the same time, take $300 off each person’s registration. One discount per registration. Multiple discounts may not be combined.