



INTERACT OPTIMISE ENGAGE

18th & 19th SEPTEMBER 2025
DE VERE COTSWOLD WATER PARK HOTEL

Introducing our
Chair for the
Forum...



Tapas Sharma
VP of Brand and Design
JPMorgan Chase and Co.

JPMORGAN
CHASE & CO.

SPEAKERS



Steven Habbi
**Chief Brand Officer,
Group Director of
Brand and Design**
London Stock Exchange
Group



Louise Walsh
**Chief Customer
Contact Officer**
Utilita



Laura Street
**Expert Marketing
Director**
Haleon



Michael Peniket
Customer Director
Taylor Wimpey



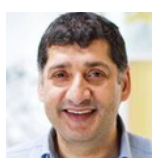
Linzi Hindle
**Director of Customer
Experience**
DHL



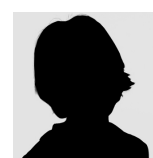
Ben Turner
**Senior Director, Brand
and Design**
Greystar



Lisa Hooley
**Director, Business
Services**
Co-op



Paul Pugal
**Managing Director of
Customer Experience,
UK and Ireland**
FedEx



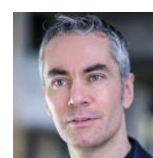
Sheryl Kenny
**Customer Development
Director**
Arla



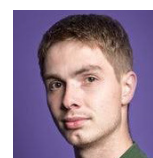
Carl McCartney
**Customer Experience
Director**
Les Mills



Faiza Syed
**Director - Client
Strategy and Insights**
Interpolitan Money



Jos Harrison
**Global Head of Brand
Experience and Design**
Reckitt



Liam Dexter
**Head of Brand and
Experience**
Atom Bank



Chris Brown
Head of Customer
Cappagh Browne



Scott Willard
Head of PMO
Cappagh Browne



Louise Yung
Customer Director
Taylor Wimpey



Lynne Tate
**Senior Customer
Experience Manager**
DHL



David Blanco Seoanne
**Senior Manager
Customer Strategy and
Insights, Europe**
Greystar



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MAIN THEMES

- **Content on Demand - How Generative AI is Shaping Personalisation**
- **Designing with Purpose - The Strategic Role of Brand Identity**
- **Unlocking the Evolution of Experiential Engagement with AR**
- **The Power of Behavioural Science in Anticipating Customer Needs**
- **Leveraging the Customer Voice - Translating Feedback into Action**
- **Shaping Your Brand's Competitive Edge with Tailored Touchpoints**
- **Empowering Teams - Understanding the Synergy Between EX and CX**
- **Real-Time Data Flows - Accelerating Personal Relevance**

VENUE



DE VERE COTSWOLD WATER PARK HOTEL

Set among the honey-coloured villages and gently rolling hills of The Cotswolds, De Vere Water Park is a hotel as spectacular as its surroundings. In the heart of the 152 lakes that spread across the unique Cotswolds Water Park, this is a place where modern design effortlessly combines with its natural surroundings.



INTERACT OPTIMISE ENGAGE

STRATEGY NIGHT LIVE

ADDITIONAL PRE-EVENT EVENING
LIMITED SEATS AVAILABLE

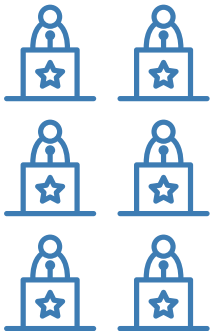


17:00 - 18:00 **Registration and Networking Reception**

18:00 - 18:15 **Drinks Reception**



18:15 - 20:00 **MEET THE SPEAKERS**
A fun and interactive way to meet the speaker faculty



20:00 - 21:30 **Networking Dinner**



EVENT AGENDA DAY ONE - 18th SEPTEMBER

08:00 - 08:30 **Registration and Networking Reception**

08:30 - 08:40 **Chair's Opening Remarks**



Tapas Sharma
VP of Brand and Design
JPMorgan Chase and Co.

JPMORGAN
CHASE & CO.

08:40 - 09:00 **Navigating Brand Transformation - Consolidating Identity and Market Proposition**



Steven Habbi
Chief Brand Officer, Group Director of Brand and Design
London Stock Exchange Group

LSEG are undertaking the complex challenge of unifying their 26 distinct businesses under one core identity, with the goal of consolidating their market proposition and ensuring a consistent, seamless experience across all functions. This transformation represents a fundamental reimagining of the organisation's market role, evolving from traditional advertising approaches to treating the brand as a product which is fully embedded within a singular, customer-centric network.

In this session, Steven will explore how to create an agile, dynamic experience that adapts to shifting customer needs and market demands. He will examine how to structure your operating model and integrate collaborative practices to ensure consistency and impact in visual identity and messaging. By leveraging advancements in Generative AI, the focus will be on how to craft a seamless experience that fosters deeper customer engagement while driving sustainable brand growth.



LSEG

09:00 - 09:20

Utilising AI and AR to Empower - Building Relationships That Last



Carl McCartney
Customer
Experience
Director
Les Mills

AI is rapidly transforming the way organisations approach CX, but the most innovative companies understand that it is not just about improving efficiency but about fostering more meaningful connections. By harnessing the power of AI for dynamic content creation and personalised customer journeys, businesses can offer highly tailored, emotionally intelligent experiences. In addition, the integration of AR is enhancing this by enabling immersive, interactive encounters that strengthen the emotional and sensory connection between brands and consumers.

At Les Mills, their Mindful Movement Programme uses AR technology to engage customers in downregulation experiences while interacting with on-screen guides. Exploring the roll-out of this initiative, Carl will showcase how businesses can leverage both AI and AR to enhance their teams' impact, improve customer interactions, and deliver better outcomes for both employees and consumers.

LES MILLS

09:20 - 09:40

Solution Provider Case Study

09:40 - 10:00

Behavioural Science in Practice - Haleon's Approach to Smarter Marketing



Laura Street
Expert Marketing
Director
Haleon

Behavioural science offers powerful insights into decision-making, emotions, and biases, which can be leveraged to improve interactions and create more impactful journeys for consumers. The healthcare sector has been a frontrunner in utilising this intelligence to design effective strategies that empower people to better manage their health. Pioneering this approach is Haleon's Centre for Human Sciences, which integrates psychology-driven in-store prompts and educational interventions across pharmacies to encourage purchases, change attitudes, and improve pain management outcomes.

Laura will explore the success of these interventions, demonstrating how businesses can apply behavioural science principles to enhance their CX strategies. She will share practical examples into understanding human psychology, and how this can be applied to drive positive consumer behaviour.

HALEON

10:05 - 10:25

Solution Provider Case Study - Stream 1/2/3/4

10:30 - 11:00

Business Meetings



11:00 - 11:20

Intelligent Automation vs Authentic Experience - Striking the Balance



Faiza Syed
Director - Client
Strategy and
Insights
Interpolitan Money

As industries increasingly adopt self-service solutions powered by automation, organisations must ensure that the customer experience maximises its potential to be intelligence-driven, while still preserving the essential human touch.

At Interpolitan Money, they are working towards building a future-ready client experience that encompasses high-touch onboarding as well as dedicated client advisors. Faiza will explore how to harness the power of automation effectively, without sacrificing the authenticity and empathy of human interaction, sharing strategies for creating seamless, organic experiences, even in sectors traditionally dominated by self-service. She will highlight how automation, when thoughtfully integrated, can enhance rather than replace, the overall customer experience.



INTERPOLITAN

11:20 - 11:40

Solution Provider Case Study

11:40 - 12:00

CX Under Construction - Redesigning Service During Times of Change



Michael Peniket
Customer
Director
Taylor Wimpey



Louise Yung
Customer
Director
Taylor Wimpey

As Taylor Wimpey strives to become the first truly digital house builder, the organisation is navigating a significant industry shift. With service now being measured differently, and a new Ombudsman evaluating customer delivery over extended periods, the need for a more adaptive and resilient CX strategy has never been greater.

Michael and Louise will discuss how they are evolving their processes to ensure effective delivery amid large-scale organisational change. He will share how the business is leveraging technologies and automation to optimise processes, while also taking a data-driven approach to evaluate customer needs across different regions and functions. By identifying shared pain points and localised challenges, learn how you can deliver a more responsive and unified customer experience across your entire operation.

Taylor
Wimpey

12:05 - 13:00

Group 1 - P2P Connect - Speed Networking



12:05 - 13:00



Sheryl Kenny
Customer Development Director
Arla

Group 2 - Group Discussion **Designing for Impact - Building Strategies that Shape the Market**

The most effective CX strategies go beyond reacting to market shifts, they actively construct them. That means evolving how teams work together, rethinking processes, and building deeper, trust-based relationships using intentional design, internal alignment, and a relentless focus on customer value.

This session will be set in an interactive format, whereby Sheryl will encourage conversations around your thoughts, challenges, questions, and examples.

Discussion points will include:

- How do we make value tangible across every touchpoint in an ever-evolving market?
- How can we integrate customer insight into early-stage strategy, not just post-launch fixes?
- How can we align our approaches in response to industry shifts, and what tools do we need to stay agile?



13:00 - 14:00

Networking Lunch



14:00 - 14:55

Group 2 - P2P Connect - Speed Networking



14:00 - 14:55



Sheryl Kenny
Customer Development Director
Arla

Group 1 - Group Discussion **Designing for Impact - Building Strategies that Shape the Market**

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15:00 - 16:00

Business Meetings



16:00 - 16:20

Industry Presentation

16:20 - 16:40

Solution Provider Case Study

16:45 - 17:05

Solution Provider Case Study - Stream 1/2/3/4

17:10 - 17:30

Empowering Product Innovation with Co-Creation



Liam Dexter
**Head of Brand
and Experience**
Atom Bank

Atom Bank has undertaken a major transformation of its digital services, investing millions to create a more intuitive, personalised experience driven by customer insight. By embedding user feedback into every stage of development they successfully elevated their mobile app from a three-star to a five-star experience. This improvement not only boosted user satisfaction but also earned them the title of Finder's 2025 'Customer Satisfaction Champion', reinforcing their commitment to data-driven innovation and thoughtful design.

This session will explore how involving customers directly in the process of organisational change can lead to more meaningful, lasting improvements. He will discuss how Atom Bank systematically gathered feedback across multiple touchpoints including reviews, complaints, behaviour trends, and direct engagement to shape smarter, more responsive products. Liam will showcase how customer intelligence and investment in VOC initiatives can fuel innovation, drive loyalty, and create services that genuinely reflect user needs.



17:30 - 18:00

Business Meetings



Winedown Workshops

Fizz and Bizz, join our relaxed fun end to the day.

Canapés | Cocktails | Conversations

18:00 - 18:30

Workshop One

Powered by Insight - Shaping Your Brand Through Data Analytics



Ben Turner
Senior Director,
Brand and Design
Greystar



**David Blanco
Seoanne**
Senior Manager
Customer
Strategy and
Insights, Europe
Greystar

At Greystar, innovation in product and brand development is being fueled by fresh, targeted campaigns and a strong focus on customer connections. Central to this evolution is a deep collaboration with their Customer Insights Team, whose work underpins strategic decision-making and experience design.

In this interactive discussion, Ben and David will share how cross-functional collaboration is helping to shape a well-rounded, customer-centric vision. Join them to explore how early-stage data from testing and initial surveys can be integrated into feedback loops to directly influence brand positioning. Together, analyse real-world examples that demonstrate how aligning insights with creative development leads to more relevant, responsive, and impactful offerings.



GREYSTAR™

18:00 - 18:30

Workshop Two

Mastering the Art of Customer Engagement Across Silos



Linzi Hindle
Director of
Customer
Experience
DHL



Lynne Tate
Senior Customer
Experience
Manager
DHL

Even the most seasoned CX professionals know that building and maintaining a standout customer engagement strategy is an ongoing challenge, especially as expectations, technologies, and internal dynamics continue to shift. What sets the most impactful strategies apart is not just innovation, but the ability to adapt, align, and execute across silos in a way that stays true to your brand and your customer.

Join Linzi and Lynne to exchange tools, tips, and tricks to unpack the shared hurdles we all face in strategy development, learning how to authentically engage with the emotional culture of customers to foster long-term satisfaction and loyalty.



18:00 - 18:30

Workshop Three Transforming Feedback into Tangible Business Outcomes



Chris Brown
Head of Customer
Cappagh Browne



Scott Willard
Head of PMO
Cappagh Browne

Cappagh Browne has established a unique approach to customer feedback by generating a personalised survey score for each customer that offers in-depth insights into their individual experiences. This method requires engaging multiple stakeholders and managing complex relationships to ensure accurate and comprehensive data capture.

Join this workshop to explore the process of turning survey scores into tangible results that improve customer satisfaction and drive business success.

Discussion points will include:

- What strategies can be deployed for synthesising customer feedback?
- How can we effectively engage key stakeholders in this process?
- How can we develop frameworks that translate insights into meaningful improvements?



18:30 - 18:45

Coffee and Networking Break - Day 1 Close



20:00 - 20:30

Drinks Reception



20:30 - 22:30

Networking Dinner



EVENT AGENDA DAY TWO - 19th SEPTEMBER

08:45 - 09:00 **Coffee and Networking**



09:00 - 09:20

Smarter Support - How Generative AI is Reshaping Operations



Louise Walsh
Chief Customer
Contact Officer
Utilita

Generative AI is transforming customer service by enabling organisations to deliver intelligent, responsive, and round-the-clock support. These advanced CX agents can handle a broad spectrum of enquiries across channels such as chat, email, and voice, offering fast, consistent, and personalised assistance. Powered by natural language processing and machine learning, they continuously adapt and improve, enabling human-like interactions that foster trust and loyalty.

Beyond enhancing the customer experience, AI agents also play a crucial role in relieving the burden on contact centres, and Utilita has adopted this technology to manage routine and repetitive queries, significantly increasing efficiency and reducing wait times. Louise will explore how businesses can expand their support operations through AI, to deliver high-quality service and unlock benefits for both customers and teams.



09:20 - 09:40

The Power of Connection - How EX Elevates CX



Lisa Hooley
Director, Business
Services
Co-op

The relationship between EX and CX is vital, with both being deeply intertwined. A motivated and well-supported workforce is key to delivering exceptional service, as engaged employees are more likely to demonstrate empathy, take initiative, and embody the brand's values through their interactions with customers.

This session will explore how factors such as organisational culture, effective communication, access to the right tools and training, and a shared sense of purpose contribute to a high-quality employee experience that drives a commitment to customer satisfaction. Lisa will demonstrate how aligning EX with CX strategies can foster sustained performance, boost customer loyalty, and cultivate a resilient service culture that supports long-term success.



09:40 - 10:00 **Solution Provider Case Study**

10:05 - 10:25 **Solution Provider Case Study - Stream 1/2/3/4**

10:25 - 10:55 **Efficiency Brunch**



11:00 - 12:00 **Business Meetings**



12:00 - 12:20 **Reckitt's Journey to Loyalty - Creating Consistent Digital Experiences**



Jos Harrison
Global Head of
Brand Experience
and Design
Reckitt

Many organisations struggle with fragmented digital journeys which can be inefficient, inconsistent, and lack coherence across touchpoints. For Reckitt, this disconnect was impacting both customer engagement and long-term trust, negatively influencing return behaviour and brand loyalty.

In this session, Jos will share how they tackled this challenge by creating a unified user journey framework and implementing their Connected Experience Programme to maximise the benefits of customer journey mapping. Backed by performance data and commercial outcomes, he will explore how aligning digital interfaces and improving consistency has elevated their offering across the board. Attendees will discover the strategic and operational steps taken to deliver a seamless, scalable CX model that benefits both the business and its customers.



12:20 - 12:40



Paul Pugal
Managing
Director of
Customer
Experience, UK
and Ireland
FedEx

Innovating Customer Service - A New Era of Voice-Activated Solutions



FedEx are looking to consolidate, automate, and digitalise their customer experience processes, and at the centre of this evolution is the integration of advanced digital voice technologies designed to enhance every stage of the customer journey.

This session will share insights into the development and rollout of FedEx's virtual voice assistant, an intelligent IVR system that now successfully handles 55% of customer calls. Their solution not only streamlines operations but also delivers a more customer-centric experience, improving satisfaction, reducing costs, and enhancing management information systems.

Paul will explore the tangible benefits achieved so far, from increased efficiency to improved service delivery, and offer a forward-looking view on how they plan to expand the technology. He will offer a compelling case study on how voice innovation can transform customer engagement at scale while driving significant cost optimisation.



12:40 - 12:50

Chair's Closing Remarks

12:50 - 13:05

Coffee and Networking Break - Event Close



12:50 - 13:50

Networking Lunch

