



FORRESTER®

CX Summit North America

Nashville & Digital

June 23, 2025 – June 26, 2025

Agenda downloaded: 2025/05/22 04:49:04

Bold Starts: Monday, Jun 23

1:30 pm – 4:00 pm
CDT

Forrester Women's Leadership Program: Bold At Work

Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester

1:30 PM | Arrival, Coffee, Networking**2:00 PM | Panel: How I've Led And Navigated Bold At Work Amid Constant Change**

Speakers: Purvi Doraiswamy, Senior Vice President, Digital Operations, AARP Kathy Doyle Thomas, President, Half Price Books

2:40 PM | Table Discussions: How I'm Bold At Work Amid Constant Change**3:00 PM | Break****3:10 PM | Peer Discussions focused on: navigating tough conversations, everything AI, burnout, etc.****4:00 PM | Women's Leadership Program Concludes**

2:30 pm – 4:00 pm
CDT

Workshop: Scope Your AI Agent Future

Speakers: Stephanie Liu, Senior Analyst, Forrester Rowan Curran, Principal Analyst, Forrester

2:30 pm – 4:00 pm
CDT

Workshop: Make Sure Your CX Capabilities Are Mission-Ready

Speakers: Su Doyle, Principal Analyst, Forrester

4:30 pm – 6:00 pm
CDT

Executive Leadership Exchange (Invite-Only): Lead and Master Change In Times Of Volatility

Speakers: Katy Tynan, VP, Principal Analyst, Forrester Jen Sanning, Executive Partner, Forrester Ron Rogowski, VP, Executive Partner, Forrester

4:30 pm – 6:00 pm
CDT

CX Certification Program: Journey Mapping Fundamentals

Speakers: Senem Guler Biyikli, Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester

Bold Starts: Monday, Jun 23

4:30 pm – 6:00 pm CDT	Workshop: The OG Of Relationship Marketing: Using Email Marketing To Connect With Your Customers Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
6:00 pm – 7:30 pm CDT	Welcome Reception
6:00 pm – 6:45 pm CDT	Executive Leadership Exchange (Invite-Only): Welcome Reception

Tuesday, Jun 24

8:00 am – 9:00 am CDT	General Breakfast
8:00 am – 8:45 am CDT	Government Leadership Breakfast Speakers: Katy Tynan, VP, Principal Analyst, Forrester
9:00 am – 9:20 am CDT	Opening Remarks Speakers: George Colony, CEO, Forrester
9:25 am – 9:55 am CDT	Keynote: Win And Retain The Distracted Consumer Speakers: Kelsey Chickering, Principal Analyst, Forrester
10:05 am – 10:35 am CDT	Keynote: Power Growth With Your Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

Tuesday, Jun 24

10:45 am – 11:30 am CDT	Marketplace Coffee Break & Networking (In-Person Only) 10:50-11:00am - Observe.AI: You Built AI To Deflect. Customers Want Connection. Let's Fix That. Speakers: John McMullan, Director, VoiceAI Product Marketing, Observe.AI 11:05-11:15am - CallMiner: Future Of CX: Transforming Customer Feedback With AI Speakers: Ed Matanes, Product Marketing Associate, CallMiner 11:20-11:30am - Thematic: Making Feedback Count: Why Mitsubishi Partners With Thematic Speakers: Gary Batroff, SVP Sales and Partnerships, Thematic
10:50 am – 12:05 pm CDT	Workshop: Build Your CX ROI Story Speakers: Judy Weader, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester
10:50 am – 12:05 pm CDT	Workshop: Better Together: Customer Segmentation And Data Strategy Speakers: Stephanie Liu, Senior Analyst, Forrester Zeid Khater, Analyst, Forrester
11:00 am – 11:30 am CDT	Analyst-Led Roundtables (Pre-Registration Required) Sticky Data Storytelling Solutions Speakers: Kim Herrington, Senior Analyst, Forrester Keynote Q&A: Win And Retain The Distracted Consumer Speakers: Kelsey Chickering, Principal Analyst, Forrester

Tuesday, Jun 24

11:30 am – 12:00 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY****Must-Have Data And Metrics For Marketing Measurement**

Speakers: Brad Haag, Senior Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**The Strategy And Practice Of Journey Centricity**

Speakers: Senem Guler Biyikli, Analyst, Forrester Todd Keith, Head of Experience Design (XD), Regions Bank Nancy Flowers, Vice President of Customer Experience, Voya Financial

LEVERAGE TECH FOR STELLAR CX — AND EX**Optimize Tech Investments To Fuel CX Transformation**

Speakers: Colleen Fazio, Senior Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE**Develop Your Leadership Promise To Its CX Fulfillment**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Josh Heitsenrether, Senior Managing Director, Marketing & Digital Strategy, American Society of Mechanical Engineers (ASME)

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES**The Trust Thread: Powering Financial Services Loyalty And Primacy**

Speakers: Alyson Clarke, Principal Analyst, Forrester

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**Create A Total Consumer View For Your Brand**

Speakers: Audrey Chee-Read, Principal Analyst, Forrester

12:10 pm – 12:40 pm
CDT**Case Study Sessions****Alchemer: Unforgettable Experiences: AEG's Fan-To-Brand Magic**

Speakers: Matt Lawler, Vice President of Data and Insights, AEG Global Partnerships Ryan Tamminga, Senior Vice President of Product and Services, Alchemer

CSG: Journey Analytics: Find What's Broken And Fix It

Speakers: Keith Wilson, Executive Director of Product, CSG

Medallia: Insights To Action: Client-Centric Decisioning For Business Success

Speakers: Stephanie Leheta, Senior Director - CX Strategy, Governance & Design Thinking, CIBC

NICE: Three Smart Shifts That Helped ALG Vacations Deliver Faster, Friendlier Service Three Smart Shifts That Helped ALG Vacations Deliver Faster, Friendlier Service

Speakers: Jennifer Wilson, Director, Product Marketing, NICE

12:50 pm – 1:55 pm
CDT**Lunch & Marketplace (In-Person Only)****1:00-1:10pm - Five9 Spotlight Session**

Tuesday, Jun 24

12:50 pm – 1:40 pm
CDT**Bold At Work: Women's Leadership Networking Lunch**

Speakers: Fiona Swerdlow, VP, Research Director, Forrester

12:50 pm – 1:45 pm
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch**2:05 pm – 2:35 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY****A Deeper Dive Into Forrester's New Brand Experience (BX) Index**

Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester Shalika Fernando, Senior Analyst, Forrester

LEVERAGE TECH FOR STELLAR CX — AND EX**Your Billing And Payment Tech Is Crucial To CX**

Speakers: Lily Varon, Principal Analyst, Forrester

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES**Intelligent Healthcare Organizations Breathe Life Into CX**

Speakers: Shannon Germain Farraher, Senior Analyst, Forrester

INDUSTRY MEETUP: GOVERNMENT**Government Meetup**

Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**How To Align AI Operations With Strategy In The Contact Center And Beyond**

Speakers: Max Ball, Principal Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE**Build Your EX-To-CX Strategy Now**

Speakers: Angelina Gennis, Principal Analyst, Forrester

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**Prepare Your Full-Funnel Creative Strategy**

Speakers: Jay Pattisall, VP, Principal Analyst, Forrester

INDUSTRY MEETUP: FINANCIAL SERVICES**Financial Services Meetup**

Speakers: Peter Wannemacher, Principal Analyst, Forrester Alyson Clarke, Principal Analyst, Forrester

Tuesday, Jun 24

2:45 pm – 3:15 pm
CDT**Case Study Sessions****Dialpad: Human Expertise And Empathy In An AI World**

Speakers: Jen Grant, CMO, Dialpad

Genesys: Kaplan and Genesys: Transforming Learning With AI-Powered Innovations

Speakers: Bill Boga, Executive Director of Contact Center Strategy & AI Transformation, Kaplan North America Charles Quincy, Senior Director of Product Management, Genesys

Qualtrics: From Signals To Action: Supercharging CX With AI & Omni-Channel Insights

Speakers: Manisha Powar, Head of Product Management, Qualtrics CX James Bauman, Senior Director Experience Management & Analytics, TruGreen

TheyDo: Mapping Value Faster With Connected Journeys

Speakers: Roxanne Knapp, AVP Experience Design Strategy, MetLife

3:25 pm – 3:55 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY****How AutoZone Implements Full-Funnel Advertising**

Speakers: Nikhil Lai, Principal Analyst, Forrester Robyn Simburger, Marketing Director, Merchandise Marketing and Media, AutoZone, Inc.

LEVERAGE TECH FOR STELLAR CX — AND EX**AI Agents: Hype Vs. Reality And What It Means**

Speakers: Stephanie Liu, Senior Analyst, Forrester

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES**Killer Phygital: How To Blend Physical And Digital Experiences In Retail And Beyond**

Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Brendan Witcher, VP, Principal Analyst, Forrester James Russo, Strategy & Insight Lead T-Mobile Advertising Solutions , T-Mobile

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**It's Time For B2C Marketing Operations To Shine**

Speakers: Jessica Liu, Principal Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE**Lead Your People To Maximum Tech Readiness With AIQ**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**Supercharge Dynamic Commerce With The Future of Digital Experiences**

Speakers: Chuck Gahun, Principal Analyst, Forrester

3:25 pm – 4:40 pm
CDT**Workshop: Level Up Your B2B CX Measurement**

Speakers: Rich Saunders, Senior Analyst, Forrester Su Doyle, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester

3:25 pm – 4:40 pm
CDT**Workshop: Build Effective Personas To Drive Empathy**

Speakers: Audrey Chee-Read, Principal Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester

Tuesday, Jun 24

3:55 pm – 4:40 pm CDT	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>4:00-4:10pm - NICE: CXone Mpower Value Proposition Speakers: David Braddock, Portfolio Solution Engineer, NICE</p> <p>4:15-4:25pm - Qualtrics: Beginning Your Omnichannel Listening Quest Speakers: Menon Billingsley, Head of Solution Strategy for Technology, Media, and Telecom, Qualtrics</p> <p>4:30-4:40pm - Zoho: Strategic Efficiency = (CRM)AI Not CRM + AI Speakers: Prashanth “PVK” Krishnaswami, Head of Market Strategy, Zoho</p>
4:05 pm – 4:35 pm CDT	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>How Do You Do Self-Service Right? Speakers: Max Ball, Principal Analyst, Forrester</p> <p>Sharing Leadership Best Practices And Honest Pitfalls Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>
4:05 pm – 4:35 pm CDT	CX Summit Certification Roundtables (Pre-Registration Required)
4:40 pm – 5:10 pm CDT	<p>Keynote: 2025 Customer-Obsessed Enterprise Award</p> <p>Speakers: Sharyn Leaver, Chief Research Officer, Forrester</p>
5:15 pm – 5:45 pm CDT	<p>Keynote: Design For The Future Of Experiences</p> <p>Speakers: AJ Joplin, Senior Analyst, Forrester</p>
5:45 pm – 5:45 pm CDT	<p>Closing Remarks</p> <p>Speakers: Rick Parrish, VP, Research Director, Forrester</p>
5:45 pm – 6:45 pm CDT	Reception
6:30 pm – 8:30 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Dinner

Wednesday, Jun 25

8:30 am – 9:30 am CDT	General Breakfast
8:30 am – 9:15 am CDT	Breakfast Boardroom Medallia Breakfast Boardroom Ada Breakfast Boardroom
9:30 am – 9:40 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	Keynote: No More Excuses: Practice Customer Obsession The Right Way Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote: 2025 Customer-Obsessed Leadership Award Speakers: Keith Johnston, VP, Group Director, Forrester
10:50 am – 11:35 am CDT	Marketplace Coffee Break & Networking (In-Person Only) 10:55-11:05am - CSG: The Prove It Era Of Customer Engagement Speakers: Megan Lukitsch, VP of Customer Experience, CSG 11:25-11:35am - Genesys: Level Up Your Customer Experience: Achieve AI's Compound Value With Genesys Cloud Speakers: Ian Felder, Director, Product Marketing – Journey Management, Analytics and Reporting , Genesys 11:10-11:20am - Grammarly: How Grammarly AI Supercharges Your Existing CX Stack Speakers: Grant Horn, Enterprise Account Executive, Grammarly
10:55 am – 11:30 am CDT	Get The Most From Forrester (Pre-Registration Required) Speakers: Andrew McCauley, VP, Product Management, Forrester Jenna Wohead, Director, Product Management, Forrester

Wednesday, Jun 25

11:00 am – 11:30 am CDT	Analyst-Led Roundtables (Pre-Registration Required) Keynote Q&A: Design For The Future Of Experiences Speakers: AJ Joplin, Senior Analyst, Forrester Combining Brand + CX Is Hard But Possible Speakers: Mike Proulx, VP, Research Director, Forrester	
11:00 am – 12:15 pm CDT	Workshop: CX Quality, Trust, And The Role Of Technology For Health Insurers Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester	
11:00 am – 12:15 pm CDT	Workshop: Condition Your Culture For Collaboration Speakers: Betsy Summers, Principal Analyst, Forrester	
11:35 am – 12:20 pm CDT	Breakout Sessions	
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
	The AI Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester	The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester
	LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE
	The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester Luis Angel-Lalanne, Vice President, Complaints Transformation, American Express Dan Gamber, Director of Experiences, Bridgestone	How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE
	Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester	Design Personalized Moments That Consumers Find Relevant And Valuable Speakers: Jessica Liu, Principal Analyst, Forrester Jeanne Jones, VP, Member Marketing, BECU Holly Moreland, Sr Director, Customer Engagement Strategy and Technology, Hilton Julia Binder, Senior Director of Customer Experience Strategy & Analytics, Toast Chris Conner, Senior Director of Digital Management and Strategy of Consumer Energy, NRG Energy

Wednesday, Jun 25

12:30 pm – 1:00 pm CDT	<p>Case Study Sessions</p> <p>Concentrix: Customer Loyalty: Combat Churn And Capture Market Share Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Maya Desai, Director of Business Advanced Analytics, DIRECTV</p> <p>Cresta: Supercharging Mutual Of Omaha's Revenue Engine With AI Speakers: Laif Wheeler, VP of Sales, Mutual of Omaha Sai Vivek, Chief Customer Officer & Field CTO, Cresta</p> <p>Inbenta: FamilySearch's Multilingual 95%+ Accurate, Scalable AI Agent Speakers: Merlin Bise, Chief Technology Officer, Inbenta AI</p> <p>Treasure Data: Power Intelligent CX With AI Speakers: Amit Erande, GM of AI and Personalization Services, Treasure Data</p>
1:10 pm – 1:55 pm CDT	<p>Lunch & Marketplace (In-Person Only)</p>
1:10 pm – 2:00 pm CDT	<p>Certification Lunch: Wrap-Up</p>
1:10 pm – 2:00 pm CDT	<p>Executive Leadership Exchange (Invite-Only): Lunch featuring Q&A with Award Winners</p>

Wednesday, Jun 25

2:25 pm – 3:10 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY****Elevate Your Approach To Measuring Digital User Experiences**

Speakers: Gina Bhawalkar, Principal Analyst, Forrester

LEVERAGE TECH FOR STELLAR CX — AND EX**The Blueprint For Customer Data Platform Success**

Speakers: Joe Stanhope, VP, Principal Analyst, Forrester

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES**Create Differentiating Digital Brand Experiences In Financial Services**

Speakers: Peter Wannemacher, Principal Analyst, Forrester Rohit Makhijani, Principal Analyst, Forrester

INDUSTRY MEETUP: HEALTHCARE**Healthcare Meetup**

Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**CX Superpowers: Link Experience Quality To Business Performance**

Speakers: Rich Saunders, Senior Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE**Case Study: Upskill Your People For Measurable CX Impact**

Speakers: Betsy Summers, Principal Analyst, Forrester Rebecca Biestman, CMO, Guild Dr. KimArie Yowell, Chief Talent and DEI Officer, Rocket

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**Panel: Maximize The Value Of Your Sports Sponsorships**

Speakers: Mike Proulx, VP, Research Director, Forrester Sara Bonds, SVP of Strategic Partnerships, APP (Association of Pickleball Players) Gregg Molander, Senior Director of Brand Experience, AARP

3:20 pm – 3:50 pm
CDT**Case Study Sessions****Dovetail: How Leading User Experience Teams Build Customer Centricity At Scale**

Speakers: Cheryl Abellanoza, PhD, Associate Director - UX Research, Verizon Connect

Five9 Case Study**OP360: From Call Center To Revenue Generator: How Voice Optimization Doubled Ideal Image's Sales**

Speakers: Tom Moskal, VP of Global Client Services, OP360 Sheron Smith, Sr. Director, Contact Centers, Ideal Image

SundaySky: How Personalized Video Is Propelling ZoomInfo's Digital CX Future

Speakers: Mary Iapicca, Vice President, Customer Experience, ZoomInfo

Wednesday, Jun 25

3:25 pm – 4:40 pm CDT	Workshop: Persuade Executives with Data-Rich Stories Speakers: Colleen Fazio, Senior Analyst, Forrester Kelsey Chickering, Principal Analyst, Forrester
3:50 pm – 4:35 pm CDT	Marketplace Coffee Break & Networking (In-Person Only) 3:55-4:05pm - Level AI 4:10-4:20pm - Trustpilot: Fueling Business Growth. The ROI Of Authentic Customer Feedback Speakers: Vincent Petrillo, General Manager and Vice President of US Commercial, Trustpilot 4:25-4:35pm - Qualtrics: Transforming Omnichannel Insights Into Meaningful Action Speakers: Mitch Milner, Senior Principal Solutions Engineer, Qualtrics
4:00 pm – 4:30 pm CDT	Analyst-Led Roundtables (Pre-Registration Required) Keynote Q&A: Power Growth With Your Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester Creating Strategy From The Outside In Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
4:45 pm – 5:15 pm CDT	Keynote: The Network Effect Of AI Amplifies How Employees Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester
5:15 pm – 5:15 pm CDT	Closing Remarks Speakers: Rick Parrish, VP, Research Director, Forrester
5:15 pm – 5:45 pm CDT	Marketplace Reception
6:45 pm – 10:30 pm CDT	A Night Out in Nashville: Live at Friends in Low Places

Thursday, Jun 26

8:30 am – 9:30 am CDT	General Breakfast	
9:30 am – 9:35 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester	
9:35 am – 10:05 am CDT	Keynote: Navigate The Culture Risks Of Metrics Speakers: Angelina Gennis, Principal Analyst, Forrester	
10:15 am – 10:45 am CDT	Breakout Sessions	
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
	Work Smarter: Drive Growth With Customer Lifetime Value Speakers: Zeid Khater, Analyst, Forrester	Empowering Confident Customers Speakers: Kim Herrington, Senior Analyst, Forrester Erica Luxenburg, Director of Product Research, Lowe's
	LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE
	Emerging Technology Dissolves The Barriers Between You And Your Customer Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester	The Network Effects Of AI Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE
	Make The Case For CX In Government Organizations Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester	Create Loyalty With A Modern Approach Speakers: John Pedini, Principal Analyst, Forrester
10:45 am – 11:15 am CDT	Marketplace Coffee Break & Networking (In-Person Only)	
10:45 am – 11:15 am CDT	Analyst-Led Roundtables (Pre-Registration Required) Effectively Engaging Loyal Customers In Retail/Financial Services Speakers: John Pedini, Principal Analyst, Forrester Keynote Q&A: The Network Effect Of AI Amplifies How Employees Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester	

Thursday, Jun 26

11:20 am – 12:35 pm
CDT

Interactive Sessions	
MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
Boost Your Experience Measurement Mastery Speakers: Rich Saunders, Senior Analyst, Forrester Pete Jacques, Principal Analyst, Forrester	Where Should Your CX Function Sit? Speakers: Judy Weader, Principal Analyst, Forrester Lana Pruett, Director of Customer and Digital Experience, Blue Cross and Blue Shield of Kansas Amy Cheng, Senior Director Experience Insights, Shipt
LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE
It's Time For Chatbot 2.0 Speakers: Max Ball, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester	Optimize Your Team Or Function: Organizational Effectiveness Workshop Speakers: Betsy Summers, Principal Analyst, Forrester
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	
From Transactional To Trustworthy: Engaging Healthcare Customers Speakers: Arielle Trzcinski, Principal Analyst, Forrester Greg Barber, Director of Experience & Market Research, CareFirst Blue Cross Blue Shield Al Krueger, Senior Director, Experience Strategy, Research, and Design Practice, Highmark Health	