

Leaders' Summit Series 2025

Session 3: 17 Sep 2025, Manchester Marriott Hotel Piccadilly

**NICE**

Event partners



AGENDA

Revolution or Evolution?

The role of AI in shaping customer experience

09:30	Registration, arrival tea and coffee and networking
10:30	The role of AI in shaping customer experience - CCA AI & Digital Capability Matrix© Sharon Johnston, Managing Director, CCA Global Created for what's next in customer and citizen service, Sharon will share detail on the newly created CCA AI & Digital Capability Matrix©; a strategic maturity framework designed to help organisations understand and improve their readiness for AI-driven service transformation setting new standards for CX.
11:00	Welcome and opening remarks Nicola Collister, Chair for the Day A warm introduction and overview of the day's themes and structure, setting expectations and highlighting the collaborative spirit of the event.
11:10	CX Spotlight Debate – Partner Solutions for the AI Era This session invites our technology and solution partners to share their unique perspectives on the critical challenges and opportunities presented by AI in customer experience. This debate will explore actionable insights and innovative ideas that align with the Summit's theme: Revolution or Evolution: The Role of AI in Shaping Customer Experience.
11:50	Keynote: Alan Stott, Director of Customer Contact at Virgin Media O2 With a sharp focus on empowering frontline teams and embedding AI to elevate both agent and customer experience, Alan is passionate about "Winning Well" - creating cultures that balance ambition with wellbeing. He'll share how team alignment, leadership authenticity, and purposeful innovation are driving real change across one of the UK's largest customer operations.



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12:30**Networking Lunch**

An opportunity to network with fellow attendees over an informal, stand-up lunch making valuable connections and building new relationships.

13:30**Partner-Hosted Roundtables: Opportunities and Barriers to Transformation**

This round table activity will mix groups of attendees to work collaboratively to explore the key opportunities and critical barriers to service and CX in organisations across all sectors allowing to compare, contrast and problem solve.

14:15**CCA Research Recap : What You Told Us, What We've Learned**

This session brings together key insights from across the CCA network, drawing on formal research programmes, live polling from online Best Practice Forums, and in-person discussions at Leaders' Summits. We'll highlight the trends, facts, and figures that have emerged since the start of the year. It's a chance to reflect on what's shaping the customer and colleague experience across the network and where the momentum is heading next.

**14:45****Keynote: Rachel Vann, Customer Inclusion Lead, Domestic & General – Championing Inclusive Service Design in a Tech-Driven World**

With a unique blend of lived experience and professional insight, Rachel will explore how inclusive service design can transform outcomes for deaf and disabled customers in an increasingly digital-first world. Drawing on real-life examples, she highlights the cultural importance of deaf awareness, the human impact of poorly designed self-service, and the need for inclusive thinking at every stage of the customer journey. This session is a timely call to ensure progress leaves no one behind and that technology is used not just to improve efficiency, but to champion accessibility, empathy, and meaningful connection.



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15:15

Keynote: Jeremie Brecheisen, Managing Partner, Gallup EMEA

Jeremie is Managing Partner EMEA and is also head of Gallup's CHRO Roundtable connecting over 1,000 chief HR leaders. Author of Gallup's Real Future of Work series, Jeremie brings clarity to the complex interplay between people, culture, and transformation. At the Summit, Jeremie will explore:

- How agility and employee-centred leadership enhance organisational resilience and performance
- What truly drives engagement and wellbeing in a digital-first world especially during hybrid and agile transitions

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He'll also highlight a compelling reality: fewer than 13% of European organisations currently believe their employees are ready for AI deployment exposing a significant cultural and capability gap.

16:00

Closing Remarks followed by networking drinks to 1700