

# Leaders' Summit Series 2025

Session 1: 20 Mar 2025, Natwest HQ, Edinburgh

Host:



Event  
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## AGENDA

**09:30**      **Arrival tea and coffee and networking**

**10:30**      **Opening welcome**  
Sharon Johnston, Managing Director, CCA

**10:45**      **Introduction to session from Chair**  
Nicola Collister

**10:55**      **CX in the Digital Age – Are we ready for what's next?**  
**Expert Insights & Industry Response**  
With technology advancing faster than ever, how can businesses balance innovation, security, and trust to future-proof customer experience? Should they pursue bold transformation or strategic evolution to stay ahead?

**11:45**      **Tammy Martin, Head of Customer Experience & Contact – Case study**  
With a passion for leveraging the best of technology to solve business challenges, Tammy has pioneered first-to-market innovations, including Video Banking, Chat Bots, Voice Biometrics, and AI-driven automation. Tammy's expertise in human-centred design ensures that technology enhances both colleague potential and customer experience—making her insights invaluable for leaders navigating digital and AI transformation.



**12:15**      **Chris Stroud, Director of Customer Management Centres – Case study**  
Chris will share Currys' remarkable digital transformation journey, highlighting their strategic use of AI over the past 3–4 years. He will delve into how they successfully reduced voice interactions from 98% to 50%, achieved an impressive £34 million in cost savings, and halved overall contact volumes.



**12:45**      **Lunch and networking**

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## AGENDA

13:45

**Culture, Capability, and Change: How do we build a future-ready workforce?**

**Expert Insights & Industry Response**

With evolving customer expectations and new ways of working, how can organisations create a culture that supports continuous learning, adaptability, and engagement?

14:25

**Breakout Round-Table Discussions**

An opportunity to exchange ideas, share best practices, and collaborate on identifying solutions to common challenges.

15:30

**Duncan Scott, Olympic, World & European Commonwealth Swimming Champion - In conversation with ..**

Duncan Scott is the most decorated British Olympian at a single Games after winning four medals at Tokyo 2020 - and the Olympic, world, European and Commonwealth champion and added another two medals to his collection at the Olympics in Paris 2024.



16:00

**Event close followed by networking drinks**