

The NICE logo is displayed in white, bold, sans-serif capital letters. The letter 'I' is replaced by a blue square with a white horizontal bar through its center.

NICE

KNOWLEDGE PARTNER

CIO&LEADER
TRACK TECHNOLOGY • BUILD BUSINESS • SHAPE SELF

The logo for 'REDEFINE POSSIBLE' features the word 'REDEFINE' in white and 'POSSIBLE' in blue, both in sans-serif capital letters. A vertical bar with a blue arrow pointing upwards is positioned between the two words, passing through the 'I' in 'POSSIBLE'.

REDEFINE
POSSIBLE

AUTOMATE CUSTOMER SERVICE WITH AI

24-27 April 2025 • Hanoi, Vietnam



Executive Summary

Theme: Redefine Possible: Automate Customer Service with AI

Date: 24 - 27 April 2025

Venue: JW Marriott Hotel, Hanoi, Vietnam

Attendees: 26

Unique Organization: 20

JW Marriott Hotel, Hanoi, Vietnam



Attendees

1. Aseem Joshi, Head - Transformation, Aditya Birla Capital Ltd
2. Vamsi Krishna Ithamraju, Chief Technology Officer, Axis Mutual Fund
3. Suresh Karnati, Senior EVP, Bajaj Allianz
4. Vaibhav Mulay, Director - GenAI Powered Contact Center Strategist, Next Gen Vision, Cognizant
5. Bhavesh Lakhani, CIO, First Source
6. Jeyandran Venugopal, CPTO, Flipkart
7. Naresh Kumar, Global Head - WFM, HCL Tech
8. Neelam Bhobe, SVP - BTG & Digital, HDFC Bank
9. Vikas Khanna, Senior Vice President, Honda Motors
10. Shihab Moidoo, WFM - Head Global Ops, HSBC
11. Souvik Shyam, VP, IKS
12. Amol Deshpande, Group CDO & Head Innovation, RPG
13. Aakash Shripat, VP - Digital Solutions, Startek
14. Ajay Parmar, SVP/Head - WFM Practice, Startek
15. Anand Munoth, Global Head - Service Excellence & WFM, Sutherland
16. Amit Sharma, Global VP - Head WFM, TaskUs
17. Amit Gurnani, Global VP - Quality Head, TaskUs
18. Anjani Kumar, CTO & EVP, Tata AIG
19. Ashish Loke, Head - IT, Tech Mahindra
20. Gregory Weber, CTO, Tech Mahindra
21. ED Duncan, Head - Presales, Tech Mahindra
22. Ravi Agarwal, Director & Head - Digital Workplace Services, APAC, Wipro
23. Abhishek Chourey, Director - Digital Collaboration & Customer Experience Practice, Wipro
24. Senthil Kirubapuri, Head - COE, TCS
25. Manivannan Kasthurirangan, PM, TCS
26. Avesh Shaikh, Sr VP, RCM - Operations, GeBBS Healthcare Solutions

Airport Transfers to Hanoi: 24 April 2025

Two Mini Coach 14 Seater, one van and 5 cars

Group 1: (2 Person)
Manila to Hanoi : Arrival 00:45 PM

Group 2: (10 persons)
Mumbai to Hanoi: Arrival: 07:10 AM

Group 3: (12 person)
Bangkok to Hanoi: Arrival 09:35 AM

Group 4: (4 Person)
HCMC to Hanoi

Group 5: (1 person)
Kuala Lumpur to Hanoi

Group 6: (1 person) arrival on 25 April 2025 at 05:25 AM
Mumbai to Hanoi



Playcard - Bus - 2ft X 2ft

Arrival in Hanoi



Distance from
Hanoi Airport to
Hotel- 45 mins



Ground Floor Ballroom and PFA Area

Than Long Street
connecting to
JW Lakeside
Gardens

Cool Cats
Jazz Club

Staircase to
Connect Lobby
Area

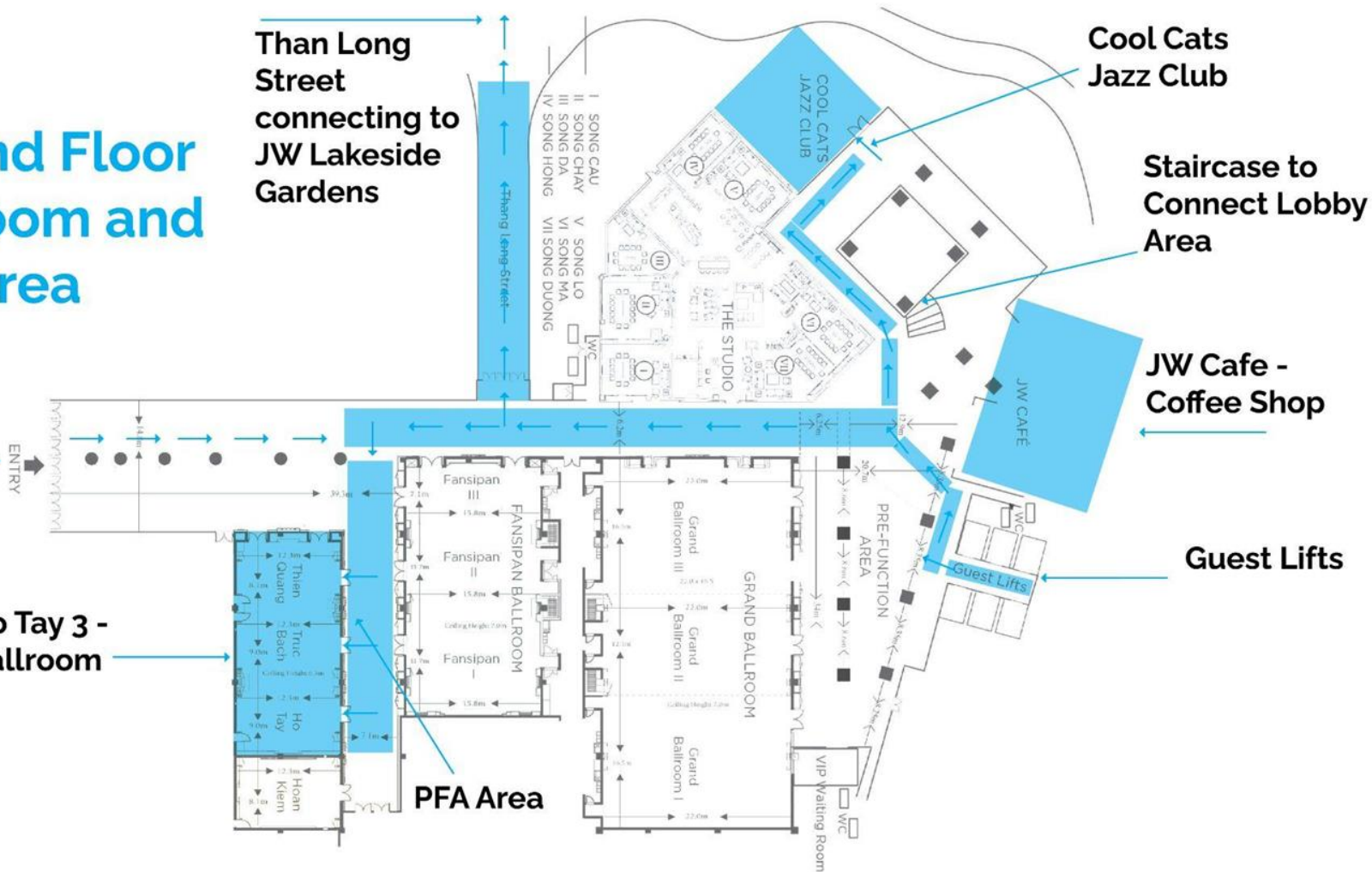
JW Cafe -
Coffee Shop

Guest Lifts

PFA Area

Ho Tay 3 -
Ballroom

Entry from
Convention
Area



Ground Floor Ballroom and PFA Area

Than Long Street
connecting to
JW Lakeside
Gardens

Cool Cats
Jazz Club

Staircase to
Connect Lobby
Area

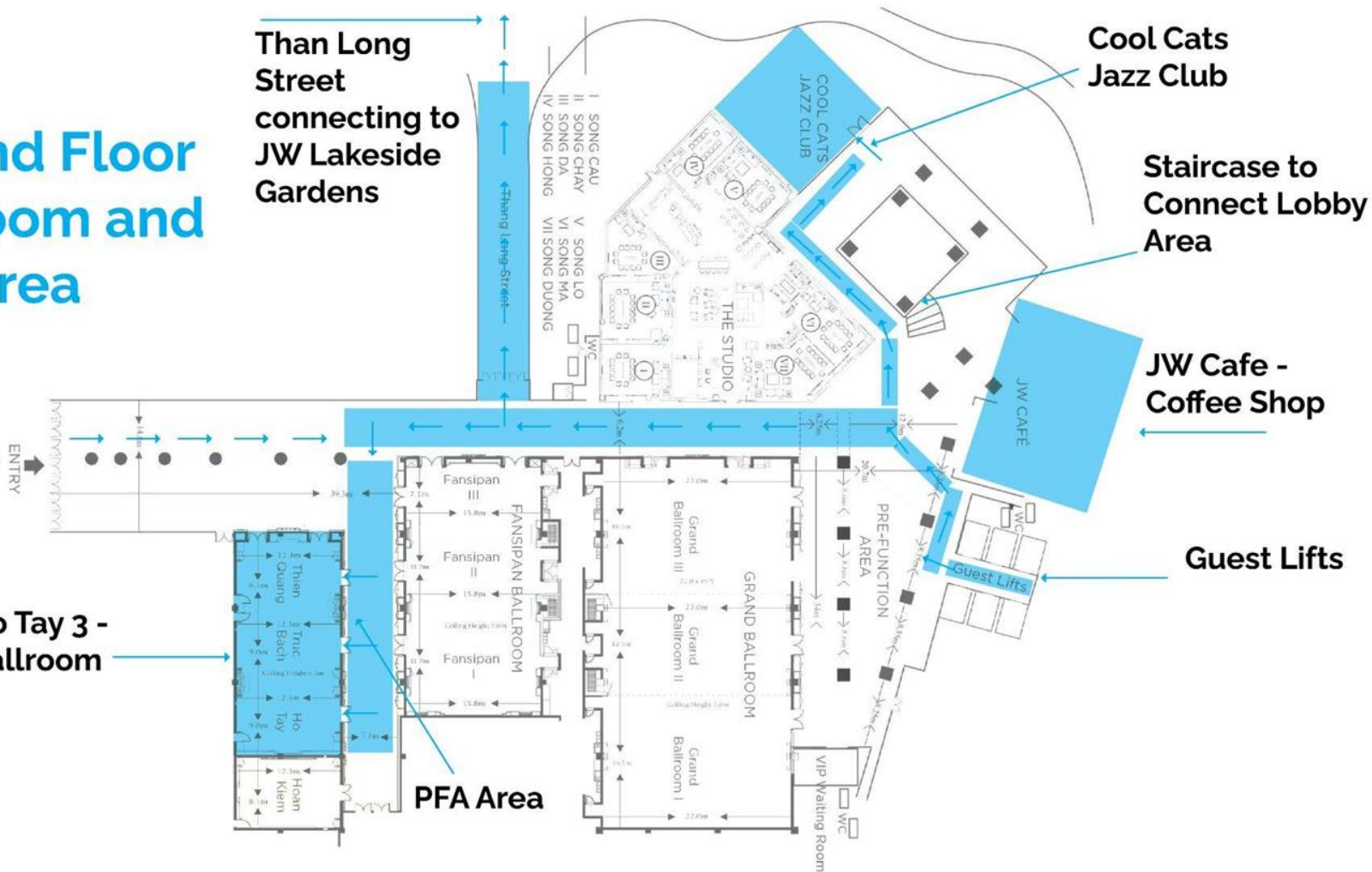
JW Cafe -
Coffee Shop

Guest Lifts

PFA Area

Ho Tay 3 -
Ballroom

Entry from
Convention
Area



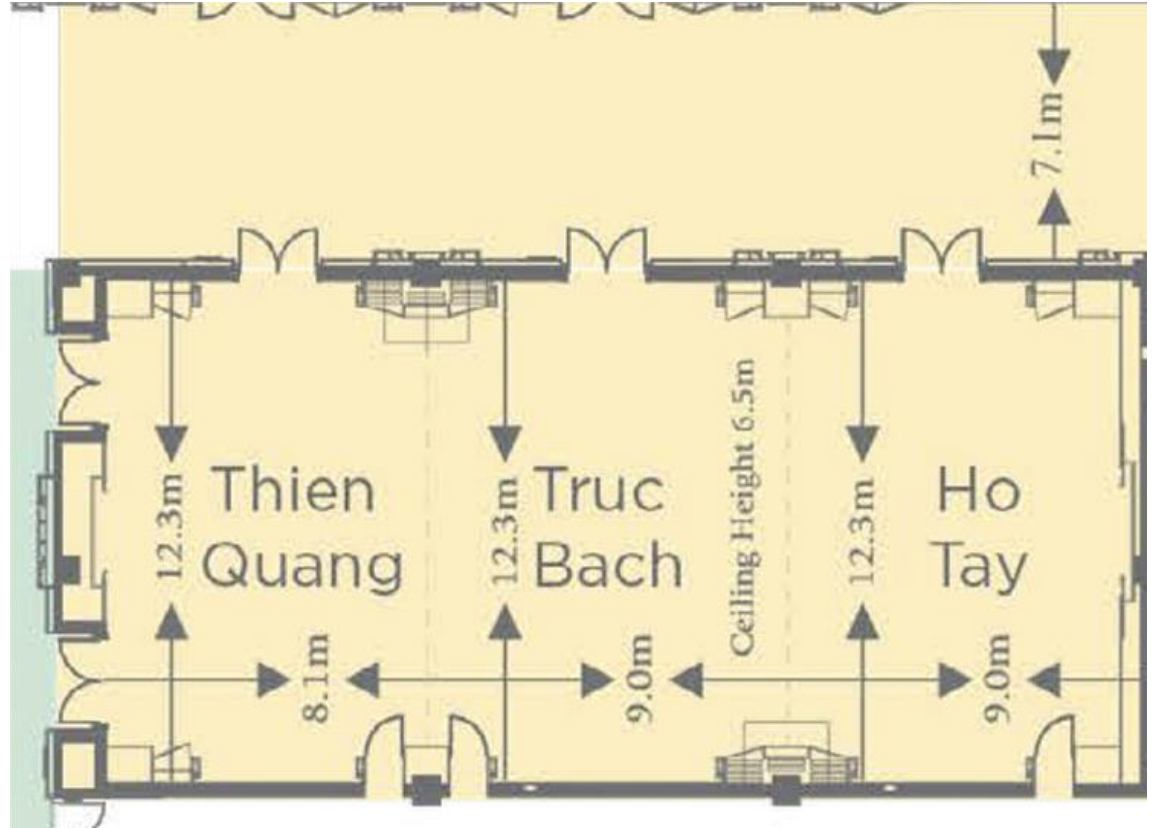
Conference Hall - Ho Tay 3: Ho Tay + Truc Bach + Thien Quang

Ho Tay 3

Width - 12.3 mtr (40 ft)

Length - 26 mtr (85 ft)

Height - 6.5 mtr (21 ft)



Agenda

Day 1

Time	Sessions
08:00 AM - 12:30 PM	Check-in at Hotel - JW Marriott Hotel
12:30 PM - 02:00 PM	Networking Lunch - JW Marriott Cafe
04:30 PM - 04:35 PM	Welcome to Day 1 - Sanjay Gupta, VP & MD - South Asia and Middle East, NICE
04:35 PM - 05:00 PM	Speed Networking - Lake View Garden (Ground Floor)
05:00 PM - 05:45 PM	Cook-a-thon (Culinary Challenge) & Winning Team Felicitation
06:00 PM - 06:30 PM	Networking Cocktails
06:30 PM - 06:40 PM	Opening Remarks - Sanjay Gupta, VP & MD- South Asia & Middle East, NICE
06:40 PM - 07:00 PM	Keynote by Darren Rushworth, President, NICE International
07:00 PM - 09:30 PM	Live Performance and Networking Dinner

Check-in at Hotel - JW Marriott Hotel



Welcome to Day 1



Sachin Mhashilkar
COO & Associate Publisher, 9.9 Group



Sanjay Gupta
VP & Managing Director
South Asia and Middle East, NICE

Speed Dating

-
- A structured, high-energy networking session where CXOs and technology partners engage in multiple, rapid, focused, 1X1, conversations.
 - Each meeting lasts 5-7 minutes, ensuring a meaningful but rapid ice-breaker exchange. 6 meetings in 30-40 mins.
 - Planned in advance, each meeting is between a specific pre-determined pair of people.

How It Works

- CXOs and NICERs will be programmed to meet in pairs on numbered assigned for each round and exchange the essential kit item required leading for a Cook-a-thon competition in each round
- At the end of each round of 5-7 minutes, CXOs move to a new delegate introduction.
- The sequence meetings are preprogrammed and shared with the CIOs before start of the event with names of people marked on speed dating kit with 6 different items
- Exclusively curated match-ups between CXOs & NICERs
- 6 meetings(rounds) in 30-40 mis.

Benefits for Solution Providers

- Rapid ice-breaker conversations at the start of the event/conference create opportunities for deeper engagement later on.
 - Targeting of “Wish list” delegates for ice-breaker meetings
-

Speed Dating Kit



Apron



Paper Cap



Water bottle



Menu Guide + Spoon & fork (cutlery)



Wet wipes



Speed dating zones-Red & orange

Speed Dating



Cook-a-thon (Culinary Challenge) & Winning Team Felicitation



Cook-A-Thon

Cook-a-thon: A Fun and Engaging Team-Building Activity

Following the ice-breaking session in the form of speed dating, we'll dive into a high-energy, interactive team-building activity – the **Cook-a-thon**.

Participants will be divided into **6 teams**, each comprising a mix of **CXOs and NICErs**. Each team will draw a menu item from a **lucky draw bowl**, and there will be **6 different dishes** to prepare – the goal being to “make the customer happy” with their culinary creativity and teamwork.

It's a **fun yet competitive** exercise, where non-participating attendees will act as **customers**, and the competition will be judged by **Chef Manoj Bhatt** from **JW Marriott, Hanoi**.

Each team will receive the **essential ingredients** at their table based on the dish they draw. The total duration for the Cook-a-thon will be **45 minutes**, after which **one winning team** will be announced by the jury.

Expect camaraderie, creativity, and a lot of laughter as teams cook up delicious dishes – and lasting memories.

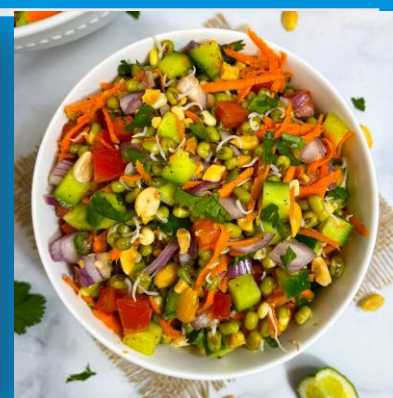
Cook-A-Thon | Menu



Sev Puri



Pani Puri



Sprouts Salad



Quinoa Salad



Fruit Salad



Bhel Puri

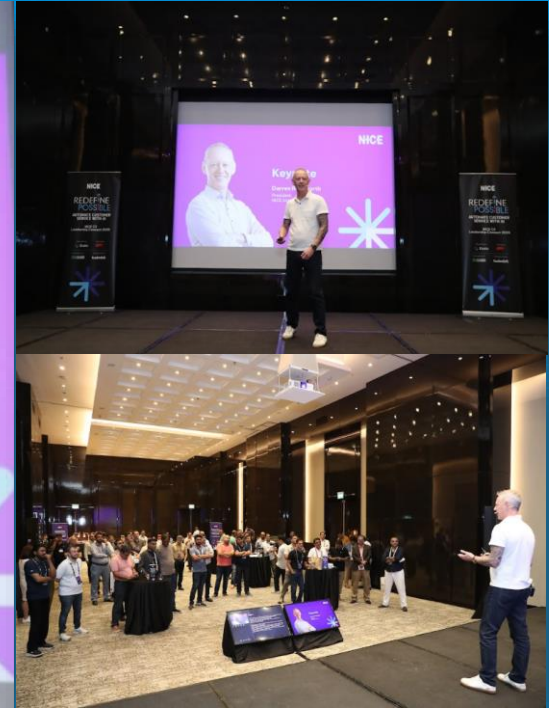
Cook-a-thon

Winning Team Felicitation



Keynote by NICE

Darren Rushworth, President, NICE International



Live Performance and Dinner Cool Cats Bar & Restaurant



Agenda

Day 2

Time	Sessions
08:00 AM - 09:00 AM	Breakfast at the Hotel - JW Marriott Café (Ground Floor)
09:30 AM - 09:35 AM	Welcome to Day 2 Sanjay Gupta, VP & MD - South Asia and Middle East, NICE
09:35 AM - 10:00 AM	Cracking the CX Code: The State of CX in India Manoj Menon, Founder, Twimbit
10:00 AM - 11:35 AM	Interactive Workshop - Delivering Exceptional CX in an AI-First World - Manoj Menon & Shivanu Shukla, Twimbit
11:35 AM - 11:55 AM	Coffee Break & Solutions Showcase
11:55 AM - 12:55 PM	AI Powered Customer Service Automation - Richard Bassett, VP, Solutions Sales International, NICE
12:55 PM - 02:00 PM	Networking Lunch & Solution Showcase
02:00 PM - 03:00 PM	AI Augmenting Future Workforce - Mark Harington, VP, Solutions Engineering International, NICE

Agenda

Day 2

Time	Sessions
03:00 PM - 03:30 PM	Partnering for AI-Powered CX - NICE & Exato.ai - Gopinath Bailur, CTO Exato
03:30 PM - 04:30 PM	Ideas Café : Transforming Insights into Actions! - Session Moderators: Jatinder Singh, Executive Editor, 9.9 Group; Sachin Mhashilkar, COO and Associate Publisher, 9.9 Group NICE Moderators
04:30 PM - 04:50 PM	Coffee Break & Solutions Showcase
04:50 PM - 05:30 PM	CX Excellence Awards
05:30 PM - 05:40 PM	Closing Remarks for the Day - Sanjay Gupta, VP & MD - South Asia and Middle East, NICE
06:30 PM - 09:30 PM	Awards Gala Dinner & Party - Don Club

Welcome to Day 2

Sanjay Gupta, VP & MD - South Asia and Middle East, NICE



Cracking the CX Code: The State of CX in India

Manoj Menon, Founder, Twimbit



Interactive Workshop

Delivering Exceptional CX in an AI-First World



AI Powered Customer Service Automation

Richard Bassett, VP, Solutions Sales International, NICE



AI Augmenting Future Workforce

Mark Harington, VP, Solutions Engineering International, NICE



Ideas Café

Transforming Insights into Actions!



CX Excellence Awards

Category: Excellence in Interaction Orchestration



Honda Cars India

*Award received
by
Vikas Khanna, Sr. VP, Honda Motors*

CX Excellence Awards

Category: Excellence in Interaction Orchestration

CX Excellence Awards

Excellence in Interaction Orchestration

Axis Mutual Fund



Axis Mutual Fund

*Award received
by
Vamsi Krishna Ithamraju, CTO,
Axis Mutual Fund*

CX Excellence Awards

Category: Excellence in Interaction Orchestration



Cognizant

*Award received
by
Vaibhav Mulay, Director - GenAI Powered
Contact Center Strategist, Cognizant*

CX Excellence Awards

Category: Excellence in Interaction Orchestration



First Source

*Award received
by
Bhavesh Lakhani, CIO, First Source*

CX Excellence Awards

Category: Excellence in Interaction Orchestration



Tech Mahindra

*Award received
by*

- Ashish Loke, Head - IT, Tech Mahindra
- Gregory Weber, CTO, Tech Mahindra
- ED Duncan, Head - Presales, Tech Mahindra

CX Excellence Awards

Category: Excellence in Workforce Management



RPG

*Award received
by
Amol Deshpande, Group CDO and
Head Innovation, RPG*

CX Excellence Awards

Category: Excellence in Workforce Management



HCLTech

*Award received
by
Naresh Kumar, Global Head - WFM,
HCLTech*

CX Excellence Awards

Category: Excellence in Workforce Management



HSBC

*Award received
by
Shihans Moidoo, WFM - Head Global Ops,
HSBC*

CX Excellence Awards

Category: Excellence in Workforce Management



TaskUs

*Award received
by*

- Amit Sharma, Global VP - Head WFM, TaskUs
- Amit Gurnani, Global VP - Quality Head, TaskUs

CX Excellence Awards

Category: Excellence in Interaction Analytics and Quality Automation



Startek

*Award received
by*

- *Aakash Shripat, VP - Digital Solutions, Startek*
- *Ajay Parmar, SVP/Head - WFM Practice, Startek*

CX Excellence Awards

Category: Excellence in Interaction Analytics and Quality Automation



Wipro

*Award received
by*

- *Ravi Agarwal, Director & Head - Digital Workplace Services, APAC, Wipro*
- *Abhishek Chourey, Director - Digital Collaboration & Customer Experience Practice, Wipro*

CX Excellence Awards

Category: Excellence in Interaction Analytics and Quality Automation



Sutherland

*Award received
by*

*Anand Munoth, Global Head - Service
Excellence & WFM, Sutherland*

CX Excellence Awards

Category: Excellence in On-Premise to Cloud Transformation



IKS

*Award received
by
Souvik Shyam, VP, IKS*

CX Excellence Awards

Category: Overall CX Excellence



Aditya Birla Capital Ltd

*Award received
by
Aseem Joshi, Head - Transformation,
Aditya Birla Capital Ltd*

CX Excellence Awards

Category: Overall CX Excellence



Bajaj Allianz

*Award received
by
Suresh Karnati, Senior EVP,
Bajaj Allianz*

CX Excellence Awards

Category: Overall CX Excellence



Flipkart

*Award received
by
Jeyandran Venugopal, CPTO,
Flipkart*

CX Excellence Awards

Category: Overall CX Excellence



HDFC Bank

*Award received
by
Neelam Bhoje, SVP - BTG & Digital,
HDFC Bank*

CX Excellence Awards

Category: Overall CX Excellence



Tata AIG

*Award received
by
Anjani Kumar, CTO & EVP, Tata AIG*

CX Excellence Awards

Category: Overall CX Excellence



TCS

*Award received
by*

- *Senthil Kirubapuri, Head - COE, TCS*
- *Manivannan Kasthurirangan, PM, TCS*

Closing Remarks

Darren Rushworth, President, NICE International



NICE



Awards Gala Dinner Party- Don Club



Agenda

Day 3

Time	Sessions
07:00 AM - 07:00 PM	Exclusive Premium Cruise Experience with Lunch & Excursion - Halong Bay
08:00 PM - 08:10 PM	Thank You Remarks for the Day - Sanjay Gupta, VP & Managing Director- South Asia and Middle East, NICE
08:10 PM - 10:00 PM	Farewell Dinner: Kumihimo Modern Japanese Restaurant & Bar (Lobby Level)

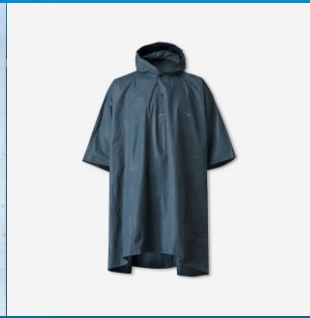
Excursion Kit



Wet wipes



Energy Bar



Poncho



sunscreen



Sling Bag for Excursion



Energy drink



Water bottle



Hand towel



Sanitiser

Exclusive Premium Cruise Experience with Lunch & Excursion - Halong Bay



Thank You Remarks for the Day

Sanjay Gupta, VP & Managing Director- South Asia and Middle East, NICE



Farewell Dinner: Kumihimo Modern Japanese Restaurant & Bar



Onsite Branding






NICE

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AUTOMATE CUSTOMER SERVICE WITH AI

NICE CX Leadership Connect 2025

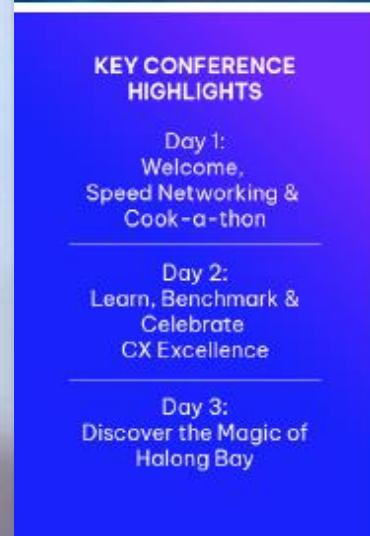
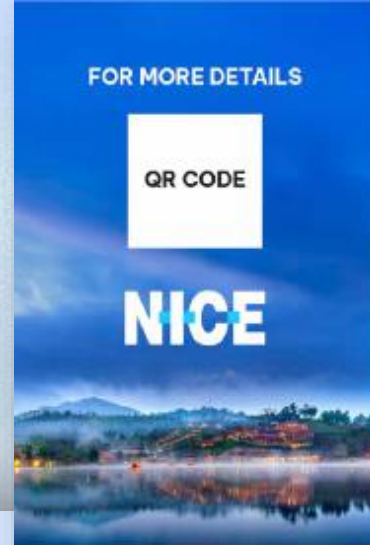
Platform Partner	Knowledge Partner	CRM Research Partner
 Exato	 CIO LEADER	 twimbit

Branding @Hanoi Airport



Branding @Bus Placard

Room key



Roll up standees for
multiple purpose use

NICE

**REDEFINE
POSSIBLE**

**AUTOMATE CUSTOMER
SERVICE WITH AI**

**NICE CX
Leadership Connect 2025**

Platinum Partner



Silver Partner

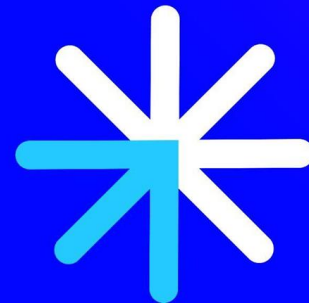


Knowledge Partner

CIO&LEADER

CX Research Partner

twimbit





Welcome Standee @JWMarriott



Check – IN@JW Marriott



 AUTOMATE CUSTOMER SERVICE WITH AI
 NICE CX Leadership Connect 2025

AGENDA

Thursday, 24 April 2020, Day 1					
Time	Duration	Agenda	Facilitator	Venue	
8:00 AM - 8:30 AM		Check-in at Hotel	All	J/W Marriott Hotel	
8:30 AM - 9:00 AM	1hr 30 mins	Networking in Hotel	All	J/W Marriott Hotel (Ground Floor)	
9:00 AM - 9:15 AM	5 mins	Welcome to Day 1	Samy Dajani, VP & Managing Director, South Asia and Middle East, NICE		
9:15 AM - 9:30 PM	25 mins	Speed Networking		Lake View (Ground Floor)	
9:30 AM - 10:00 AM	45 mins	Cook-up-then (Culinary Challenge) & Winning Team	9 & 9 /JW		
10:00 AM - 10:30 AM	30 mins	Checkouts	All		
10:30 AM - 11:00 AM	10 mins	Operating Remarks	Samy Dajani, VP & Managing Director, South Asia and Middle East, NICE	Deer Cuts Bar (Ground Floor)	
11:00 AM - 12:00 PM	20 mins	Keynote by NICE	Dame Rasmussen, President, NICE International		
12:00 PM - 1:00 PM	2 hrs 30	Lunch Presentation, Karaoke, and Entertainment			

[illegible]

26 April 2025, Day 3, Saturday				
Time	Duration	Agenda	Location	
6:00 AM - 7:00 AM	1 hr	Breakfast at the Hotel	All	JW Marriott Cafe Ground Floor
7:00 AM - 7:30 PM		Exclusive Premium Lunch Experience with Lunch & SEMINAR	All	Holding Bay
8:00 PM - 8:30 PM	30 mins	Thank You Remarks for the Day	Sengry Gupta, VP & Managing Director - South Asia and Middle East, NICE	Kushino Modern Japanese Restaurant & Bar
8:30 PM - 9:00 PM	2 hrs	Farewell Dinner	All	

27 April 2025, Day 4, Sunday				
Time	Location	Activity	Remarks	Notes
7:00 AM onwards		Breakfast and Departure to Airport	All	W/ Mamoot Café (Ground Floor)

Agenda

[illegible]



Baggage tags



Name tag & Lanyard



Speed dating & Cook-a-thon



Cook-a-thon bag, menu card, chef cap & apron



Cook-a-Thon
Kit bag



Apron



Chef Cap



Hand gloves



Menu card



cutlery



Branding at Cook-a-thon winner felicitation



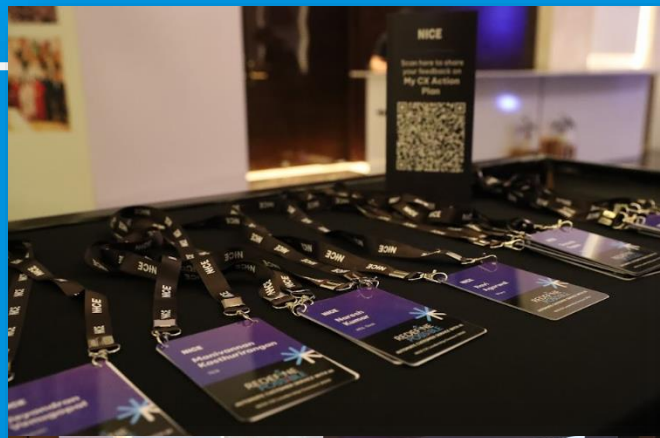
Branding at Cool Kat



Registration Desk@Day 2



Nice & Exato Booth



Lanyard, Standee & Checkered Board



Lanyard & Standee



LED Screen

Branding @Halong Bay



Branding @Kumihimo Modern Japanese Restaurant & Bar



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REDEFINE POSSIBLE

AUTOMATE CUSTOMER SERVICE WITH AI

NICE CX Leadership Connect 2025

24 - 27 April 2025 • Hanoi, Vietnam

Save your date for NICE's exclusive three-day CX Leadership Connect 2025 in the mesmerizing location of Hanoi, Vietnam.

HURRY REGISTER NOW **15** **DAYS LEFT**

ABOUT THE EVENT

Join us for an unparalleled experience, where industry leaders come together to uncover the transformative impact of Artificial Intelligence in Customer Experience (CX). Hosted by CIO&LEADER in collaboration with NICE, CX Leadership Connect 2025 will spotlight cutting-edge CX strategies and technologies that shape lasting brand loyalty.

Be part of an immersive journey with leading industry experts as they explore AI-driven Customer Service Automation tailored for your organization. Gain high-level CX benchmarking insights and receive a personalised report designed specifically for your industry.

Discover the NICE CX Excellence Awards 2025, celebrating the most innovative leaders who are redefining CX through AI, automation, and seamless customer interactions.

WHY YOU SHOULD JOIN

Three-days of networking with industry Peers & Analysts

10+ sessions, ideas, Cols, culinary adventures, electrifying live performance

Personalised CX benchmarking report and actionable roadmap for your CX transformation journey with AI

Recognition and felicitation of the organization at the NICE CX Excellence Awards.

Industry previews and deep-dive sessions with industry experts.

Explore Vietnam like never before - Hanoi Bay, Boatng, Exploration of Caves and hillside.

KEY AGENDA HIGHLIGHTS

Day 1: Welcome, Speed Networking & Cook-a-thon

- Kick off the experience with engaging Speed Networking sessions to spark meaningful connections.
- Indulge yourself in culinary adventures with the Cook-a-thon or BBQ session.
- Wrap up the day with an electrifying live performance and dinner at reputation House name.

Day 2: Learn, Benchmark & Celebrate CX Excellence

- Gain powerful insights from global CX experts.
- Participate in an interactive CX benchmarking workshop in collaboration with NICE.
- End the day with an exclusive Cocktails and Party in Hanoi.

Discover the Magic of Hanoi Bay

- Set sail your premiere cruise experience through the picturesque Hanoi Bay.
- Take foto adventures with boating, canoe-kayak when wind blowing every where.
- Conclude your journey with unparalleled live performance, party, and dinner dinner on top of Hanoi's most iconic landmark.

SPEAKERS

Darren Rushworth
President,
NICE International

Richard Bassett
VP,
Solutions Sales,
NICE International

Mark Harrington
VP,
Solutions Engineering,
NICE International

Sanjay Gupta
VP & Managing Director -
Southeast Asia and
Middle East, NICE

Register now to secure your complimentary spot and let us take care of all the arrangements for an unforgettable experience.

[REGISTER NOW](#)

Invite edm

NICE

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AUTOMATE CUSTOMER SERVICE WITH AI

24 - 27 April 2025 • Hanoi, Vietnam

SAVE THE DATE

Dear IT Leader,



Are you looking to learn & experiment with AI for Customer Service Automation for your organization?



Do you wish to elevate your Brand's Loyalty for your target markets?



Are you keen to make CX as your Competitive Edge?

If your answer is YES to the above, we're delighted to reserve your exclusive seat at the 2nd edition of our three-day CX Leadership Connect 2025 themed - Redefine Possible: Automate Customer Service with AI at Hanoi, Vietnam, from 24-27 April 2025.

WHAT TO EXPECT

Actionable CX Benchmarking Insights

Get your exclusive and tailored CX benchmarking assessment and gain actionable insights to redefine your AI-powered CX strategy

Lead the future of AI & Automation

Learn to design and scale Customer Service harnessing Agentic AI to orchestrate customer service workflows, agents, and knowledge enabling precision and efficiency like never before

Be Part of the 2025 CX Vision

Experience NICE, a 10x Gartner Magic Quadrant CCaaS leader and its partners' bold 2025 vision to power and automate Customer Service

Expand Your Network

Connect with CX leaders, industry experts & like-minded peers

Let's redefine what's possible in CX, together.

Note: This invite is exclusive and non-transferable.

BLOCK YOUR SEAT NOW!

Awards edms

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AUTOMATE CUSTOMER SERVICE WITH AI

NICE CX Leadership Connect 2025

24 - 27 April 2025 • Hanoi, Vietnam

[BLOCK YOUR CALENDAR](#)

Dear XXX,

- ✓ Have you achieved outstanding CX in your vertical?
- ✓ Do you have a story to share on how you automated your Customer Service and maximized your workforce efficiency?
- ✓ Have you delivered measurable impact through adopting creative and innovative AI CX solutions?

If your answer is Yes, we invite you to celebrate and showcase your achievements at the NICE CX Excellence Awards at our CX Leadership Connect to be held from April 24-27, 2025, in Hanoi, Vietnam. The NICE CX Excellence awards program recognises and honours organisations that have demonstrated exceptional creativity, execution, and success in leveraging CX solutions to deliver real, measurable impact.

Winning a NICE CX Excellence Award not only affirms your organisation as a trailblazer in the CX space but also provides an exclusive platform to share your success story with your industry peers. This is your chance to shine, and inspire others, and be part of a truly transformative event.

AWARD CATEGORIES

Excellence
in CX
Platformisation

Excellence in
Interaction
Orchestration

Excellence in
Workforce
Management

Excellence in
Interaction Analytics &
Quality Automation

Excellence in
On-Premise to
Cloud Transformation

Overall
CX Excellence

AN EXCLUSIVE, 3-DAY SUMMIT WHERE CX LEADERS REDEFINE THE FUTURE

Recognition & Celebration - Be honoured among the best in CX

CX Benchmarking Research - Master CX excellence

Hobnob with NICE Global Executives & SMEs, and your Peers -
Be first to learn about latest CX disruptors & innovations

Gala Curated Experiences -
Fine dining, luxury, and an exotic retreat of Hanoi & Halong Bay

Your CX journey deserves the spotlight. Join us to shape the future of customer experience!

[BLOCK YOUR CALENDAR](#)

CX benchmarking edm

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AUTOMATE CUSTOMER SERVICE WITH AI

NICE CX Leadership Connect 2025

24 – 27 April 2025 • Hanoi, Vietnam

[BLOCK YOUR CALENDAR](#)

Dear CX & IT Leaders,

- ✓ Do you plan to leverage on AI for CX but struggling to get a head start?
- ✓ Are you curious about how your organisation CX stacks up with the CX leaders in India?
- ✓ Would you like a personalised report with CX insights tailored to your industry and an actionable roadmap to transform your CX journey with AI?

At the NICE CX Leadership Connect in Hanoi, Vietnam, we will be conducting a hands-on CX Benchmarking Workshop in collaboration with Twimbit, a CX research & advisory firm. During this workshop, we will be offering insights into industry best practices and benchmarking leading companies against top performers using the CX Stars Methodology™ across four key pillars: Digital, Service, Brand, and Employee Experience. At the end of the workshop, each participating organisation will receive their customised CX benchmarking report.

KEY HIGHLIGHTS OF THE INTERACTIVE CX WORKSHOP

- | | | | | |
|---|---|---|--|--|
| 
Emerging CX trends and disruptors such as AI/Agentic | 
Best practices from India's leading CX organisations | 
Envisioning your organisation's future state CX model for 2028 | 
Measures of success for AI-driven customer experience | 
Actionable roadmap for your CX transformation journey with AI |
|---|---|---|--|--|

WHAT YOU WILL GAIN

- Your company's CX mastery score across the 4 key pillars
- Identification of key strengths and areas of opportunity
- Strategic recommendations to accelerate your CX transformation plan with AI
- A summary of workshop insights and next steps

We look forward to your participation in this collaborative and high-impact experience designed to shape the future of customer experience leadership in India.

[BLOCK YOUR CALENDAR](#)

Thank You edm

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POSSIBLE

AUTOMATE CUSTOMER SERVICE WITH AI

NICE CX Leadership Connect 2025

Thank You for Joining us at NICE CX Leadership Connect 2025

Dear [Full Name],

On behalf of the NICE & CIO&Leader, thank you for attending the NICE CX Leadership Connect 2025 in Hanoi, Vietnam, from April 24-27, 2025.

Your participation made this gathering of CX leaders truly impactful. The insights shared, connections made, and meaningful conversations held throughout the event have set a powerful tone for what lies ahead in the world of customer experience transformation.

We hope the sessions inspired fresh perspectives and offered actionable strategies that will help you lead with greater agility and vision. It was a pleasure hosting you, and we are grateful for your valuable contribution to the success of the conference.

Click here to view and download some of the key moments captured during the conference.

<https://tinyurl.com/4xf4b563>

<https://tinyurl.com/y6v xv88x>

We look forward to staying connected and seeing you at future collaboration with us.

Sanjay Gupta
VP & MD, South Asia and ME,
NICE

Samir Kale
Head of Sales, India
NICE



Holding Slide 1

NICE

REDEFINE
POSSIBLE

AUTOMATE CUSTOMER SERVICE WITH AI

NICE CX Leadership Connect 2025

Platinum Partner



Silver Partner



Knowledge Partner

CIO&LEADER

CX Research Partner

twimbit

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Slide 2

NICE





NICE

Welcome Note

Sanjay Gupta

VP & Managing Director -
South Asia and Middle East, NICE



NICE

Automate CX Session 1

Richard Bassett

VP, Solutions Sales International &
Customer



Partners

Platinum Partner



Silver Partner



Knowledge Partner



CX Research Partner



Links

Picture link: <https://tinyurl.com/4xf4b563>

Video link: <https://tinyurl.com/y6vxv88x>

Session: Cracking the CX Code The State of CX in India Manoj Menon, Founder, Twimbit
<https://youtu.be/tfBfUpPy3OM>

Session: Sanjay Gupta, VP & Managing Director South Asia and Middle East, NICE
https://youtu.be/Z4X0c_RXwdc

Session: AI Powered Customer Service Automation: Richard Bassett, VP, Solutions Sales International, NICE
<https://youtu.be/n7UcZWXbRro>

Session: AI Augmenting Future Workforce: Mark Harington, VP, Solutions Engineering International, NICE
<https://youtu.be/Z9CuGGbW-Yc>



Darren Rushworth
President
NICE International



Richard Bassett
VP Solutions Sales
International



Mark Harington
VP Solutions Engineering
International



Sanjay Gupta
VP Sales
South Asia & ME



Janice Chong
Director Marketing
APAC & ME



Samir Kale
Director Sales
India



Subodh Shiohare
Director Solutions Engineering
South Asia & ME



Vasanth Kumar
BPO



Mayur Jorapur
BPO



Prasant Kumar
BPO



Raghavendra K
Enterprise



Abhishek Basu
Pre-Sales Consultant

Thank You
