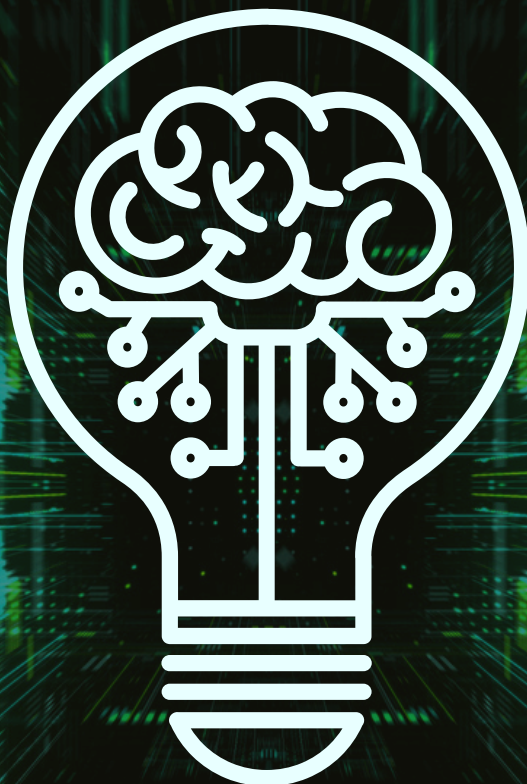# CCAS
Contact Centre Association of Singapore

AI SUMMIT
MAKE IT REAL

10 APRIL 2025
MARRIOTT TANG PLAZA HOTEL

Chairman's Message

Dear Members,

Welcome to the CCAS 'Make it Real' Series AI Summit 2025!

Today, we unite to explore the transformative potential of AI in revolutionizing customer experience and enhancing contact center operations.

This summit addresses your key concerns—like selecting effective AI tools, maximizing ROI, and measuring real impact. With insights from industry leaders and support from our valued sponsors, Activeo, ServiceNow, NTT Data, and NICE, we will tackle challenges head-on and uncover innovative solutions.

Let's seize this opportunity to learn, connect, and innovate together. Thank you for joining us, and may today inspire a future of excellence.

Kenneth Chong

Chairman,
Contact Centre Association of Singapore

About the Event

Transform Your Customer Experience with Actionable AI Solutions Join us on 10 April 2025 for an exclusive event that promises to revolutionize your business operations. Discover practical AI strategies designed to boost agent productivity and enhance customer satisfaction. Learn from industry leaders, participate in insightful discussions, and gain innovative tools to streamline processes and achieve measurable results.

We understand your challenges:

- AI hasn't delivered on its promises.
- Too many tools—how do you choose the right one?
- Measuring the true benefits and ROI feels impossible.

At the AI Summit, we'll transform these obstacles into opportunities, delivering real-world solutions and actionable insights. With the expertise of CX practitioners and technology providers, this event will equip you to tackle operational challenges head-on.

Key Takeaways:

- Effective tools and techniques to enhance agent productivity.
- Strategies to elevate customer experiences.
- Methods to realize the true value of AI.
- Pathways for successful AI implementation.

Don't miss this chance to gain a competitive edge and embark on a transformative journey toward excellence.

Our Sponsors

Activeo

Activeo specializes in enhancing customer experience and operational performance through innovative solutions. With expertise in business transformation, technology, and digital factory services, Activeo helps organizations optimize customer engagement across multiple channels, including voice, digital, bots, and self-care. Their approach emphasizes collaboration, leveraging modern digital workplaces to improve interactions and bring companies closer to their customers. Visit them at : https://activeo.co/

servicenow.

ServiceNow - ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™.

Our Sponsors

NTT DATA

AI SUMMIT
MAKE IT REAL

We help you enable the connected future. Through technology and innovation, we deliver a secure and connected future that empowers our people, clients and communities. NTT DATA is a trusted global innovator of IT and business services, headquartered in Tokyo. Our industry solutions and consulting, business process, IT modernization and managed services help our clients to move confidently into the digital future. We're committed to our clients' long-term success and combine our global reach with local attention to serve organizations in over 50 countries – and make a difference in the communities where we operate. Visit us at : services.global.ntt

NICE

At NICE we are passionate about removing the friction between companies and consumers, creating extraordinary experiences that build brand loyalty and create unbreakable bonds.
We enable organizations to address today's consumer and employee expectations, by delivering effortless, consistent, and personalized digital-first experiences with CXone Mpower, the world's leading cloud CX platform.
We are known for our innovation and comprehensive end-to-end CX approach, combining digital entry points, journey orchestration, smart self-service, prepared agents and complete performance suite, all embedded with our purpose-built CX Analytics, AI, and domain expertise.
Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform - and elevate - every customer interaction.
www.nice.com

Agenda

08:00 – 09:00

Registration and Refreshment
by CCAS Secretariat Team

09:00 – 09:15

CCAS Chairman's Welcome Message
by Kenneth Chong (CCAS)

09:15 – 10:00

AI Powered Support to Reduce Wait Times – NTT Data
by Purnama Sidhi (NTT Data), Patrick Ong (Verint) & Aaron Sanchez (Cisco)

10:00 – 10:45

Agentic AI, AI-Driven Agent Productivity – Activeo
by Jonathan Mondon (Activeo), Simon Burke (AWS), & Lili Chan (AWS)

10:45 – 11:15

Tea Break

11:15 – 12:00

Enhancing Contact Centre Efficiency and Personalization with Strategic AI Integration – NICE
by Justin Loh (NICE)

AI SUMMIT
MAKE IT REAL

Agenda

12:00 – 13:00

Lunch Break

13:00 – 13:45

Leveraging Customer Insights and AI to Drive Service Delivery
by Jeremy Lee (CPFB)

13:45 – 14:30

Seamless Service Delivery by Integrating Disparate call Centres
by CK Tan (ServiceNow) & Chow Li Tan (ServiceNow)

14:30 – 15:00

Tea Break

15:00 – 15:45

Panel Debate:
Is AI a Magic Bullet or An Implementation Nightmare
by
Janice Lai (CPFB), Stamford Low (M1), Audrey Ng (Income),
Jessie Chng (DBS), Pranay Anand (NTT DATA Inc., Singapore),
Tim Waddell (ServiceNow), Simon Burke (AWS), Justin Loh
(NICE) & moderated by Kenneth Chong (Microsoft)

15:45 – 16:00

Lucky Draw & Closing
by Kenneth Chong (CCAS)

0915hrs - 1000hrs

Topic :

AI Powered Support to Reduce Wait Times

Speedy AI Support: How can AI slash wait times and deliver instant, context-aware responses to customers?

Purnama Sidhi - NTT Data
Customer Experience (CX) Practitioner

A CX strategy expert with over 20 years of experience, Purnama specializes in designing end-to-end CX solutions that combine innovation and measurable business impact. He is renowned for his practical approach, strong team collaboration, and leveraging AI for long-term customer satisfaction and revenue growth. Purnama is passionate about mentoring emerging CX professionals and exploring human-centric service enhancements.

Patrick Ong - Verint
Head of Presales, ASEAN

With two decades of experience, Patrick is highly skilled at delivering personalized CX solutions across Asia Pacific. He focuses on fostering empathy in interactions to build trust and loyalty, enabling organizations to achieve scalable and authentic customer personalization.

Aaron Sanchez - Webex Customer Experience, CISCO
ASEAN Account Executive

Aaron has 11 years of expertise in customer experience and contact center technology, with key contributions to employee and customer practices at NTT, Twilio, and Cisco. He is dedicated to utilizing AI to enable personalized interactions and enhance service delivery, reflecting his commitment to leveraging technology for optimized business communication.

1000hrs - 1045hrs

Topic :

Agentic AI, AI-Driven Agent Productivity

Supercharging Agents: Discover how AI can free agents from repetitive tasks, boosting productivity and focus on complex issues.

Jonathan Mondon - Activeo
Head of Enterprise

Jonathan brings over 15 years of multinational leadership experience, including nearly a decade leading the regional business. He specializes in building companies from the ground up, market development, and leveraging innovative software for disruptive transformation. With expertise in technology and business consulting, Jonathan focuses on Digital Workplace, Contact Centre, and Customer Experience, helping MNCs and local companies in Asia achieve new standards of customer excellence.

Simon Burke - Amazon Web Services
CX Specialist, ASEAN

Simon leverages over 25 years of experience as a technology entrepreneur, cloud pioneer, and CX practitioner. As the founding CEO of ipSCAPE, he introduced cloud contact center technology with operations in 20+ countries. At AWS, Simon collaborates with partners to create scalable, innovative CX solutions using tools like Amazon Connect and AWS GenAI. His focus is on personalization, AI-driven automation, and machine learning insights. Simon holds a Bachelor of Economics (ANU) and an MBA (London Business School) and is based in Singapore.

Lili Chan - Amazon Connect ASEAN
Sr. Solutions Architect

Lili has over 20 years of expertise in CX, enterprise voice, and unified communications. She assists customers in their digital transformation by leveraging AWS technologies to enhance contact center operations with AI, automation, and machine learning. Part of AWS's Productivity Applications Business for Asia-Pacific & Japan, Lili focuses on designing innovative, data-driven CX solutions. She is a certified AWS cloud practitioner and solutions architect.

NICE

1115hrs - 1200hrs

Topic :

Enhancing Contact Centre Efficiency and Personalization with Strategic AI Integration

AI tools enhance contact centers but can pose challenges, requiring human intervention for accuracy and personal touch. Balancing AI with personalized service is key to realizing its value. NICE can help you achieve this balance effectively and strategically.

Justin Loh - NICE
Regional Director, Sales, SEA

Justin leads the Customer Engagement business across Southeast Asia. With over 20 years of experience in Sales, IT, and Operations at global companies like Avaya and Veritas, he specializes in guiding organizations through digital transformation. Justin develops strategies for hyper-personalized, frictionless customer experiences using the NICE platform, a leader in Contact Center and Workforce Engagement solutions. Beyond his role, he advises a start-up in Eldercare and insurance consultancy and serves in a senior leadership position with the Singapore military.

1300hrs - 1345hrs

Topic :

Leveraging Customer Insights and AI to Drive Service Delivery

This session highlights how CPFB's Customer Contact Centre has transformed its service delivery through the strategic use of AI and customer insights. By enhancing its tech infrastructure with Salesforce and AWS Connect, and deploying internal solutions like a generative AI-powered training simulator and complex case assistant, CPFB has optimized operations and elevated agent capabilities. Additionally, their use of AI to analyze customer motivations enables a deeply customer-focused experience, addressing both expressed and unspoken needs effectively.

Jeremy Lee - Central Provident Fund Board (CPFB)
Senior Deputy Director

Jeremy oversees a team of 16 officers focused on strategic planning, operational optimization, and business intelligence. Drawing from experience in policy and operations, including a stint at the Ministry of Manpower, he leads efforts to modernize the contact centre by transforming the workforce, utilizing data insights, and adopting advanced technologies to enhance service delivery efficiently and cost-effectively

servicenow.

1345hrs - 1430hrs

Topic :

Seamless Service Delivery by Integrating Disparate Call Centres

Unified Service: Uncover ways to link disparate call centres with AI for a cohesive, rapid response, especially during crises.

CK Tan - ServiceNow
APJ Field Innovation Officer

CK brings over 20 years of expertise in technology advisory, industry solutions, and product marketing, specializing in AI and data-driven transformation. As a design thinker, he integrates human-centered service design with business value management to help executives reimagine processes and adopt sustainable digital practices. CK views innovation as a continuous process of challenging norms and emphasizes empathy to uncover fundamental user insights.

Chow Li Tan - ServiceNow
Advisory Solution Consulting

A skilled solution engineer specializing in CRM enterprise software for Southeast Asia, with a strong focus on guiding solutions through the sales cycle. Passionate about delivering SMART (Specific, Measurable, Attainable, Relevant, Time-Based) recommendations to help companies enhance their customer experience.
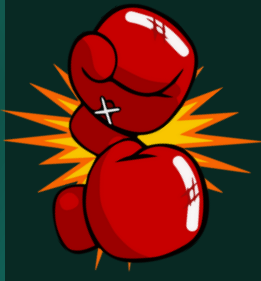
1500hrs - 1545hrs

Debate Topic:

Is AI a Magic Bullet or An Implementation Nightmare?

Is AI truly the magic bullet for revolutionizing customer experience, or do the implementation challenges such as integration costs, lack of data protection and security, potential for errors without human oversight diminish its effectiveness as a standalone solution .

AI SUMMIT
MAKE IT REAL

Moderator

Kenneth Chong
Microsoft

Janice Lai
CPFB

Stamford Low
M1

Audrey Ng
Income

Jessie Chng
DBS

Pranay Anand
NTT DATA Inc.,
Singapore

Tim Waddell
ServiceNow

Simon Burke
AWS

Justin Loh
NICE

SPONSORS

Activeo

servicenow.

NTT DaTa

NICE