

# THE HUMAN TOUCH DURING AI TIMES

May 17-18<sup>th</sup> 2023  
Pentagon Events



PLATINUM PARTNER: mediatel data

STRATEGIC PARTNER:



## CONFERENCE AGENDA | DAY 1, May 17<sup>th</sup>

**09:30** Welcome Coffee, Meet & Greet

**10:00** Opening Speech | **Mădălina Vilău**, CX Advisor & Managing Director @Marketing Insiders Group  
| **Dan Mazilu**, Founder & General Manager @Mediatel Data

**10:15** **Houston, we have a problem. Reimagining the dialogue between the reps and the bots.**  
**WORKSHOP** with **Andreea Szilagyi Ph.D.**, Executive Coach, Adjunct Professor @Antioch University (USA),  
University Lecturer @University Politehnica of Bucharest, Leadership Coach & Career Counselor

- The 5-minute rule – and how the legal environment can push or hinder development in the Customer Service sector.
- Between complexity, higher expectations, and squeezed labor markets.
- Back to basics. The competency model. Can the individual solve the puzzle?
- Is AI the enemy? Who is to sacrifice – redefining human resources value.
- AI, my friend. Redefining connectivity and engagement in the age of loneliness.

**11:30** Coffee Break & Warm-up Business Talks

**11:50** **How Mediatel Data AI Solutions Transforms Customer/Agent Experience**  
**Dan Mazilu**, Founder & General Manager @Mediatel Data  
**AI to Enhance (Not Replace) Human Work | Systems that Support, Assist and Collaborate with People | Contact Centers in the AI Era**

**12:20** **Employees Mental Health, a Vitamin or a Painkiller?**  
**Mihai Bran**, Psychiatrist, Psychotherapist and co-Founder @ATLAS Wellbeing Platform  
**Wellbeing | Mental Health | Organisational Diagnosis**

**13:00** **How Can Technology Help to Orchestrate Customer Experience?**  
**Patrik Ort**, Account Executive Central Europe @Genesys  
**Thriving in the Experience Economy | Top Engagement Channels of the Future**

**13:30** Business Lunch & Networking

Read more on [conference-arena.com](https://conference-arena.com)

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### 13:30 Business Lunch & Networking

### 14:30 Revolutionizing Customer Care: Unlocking the Power of AI while Enhancing the Human Touch

**Alin Roșca**, *Founder & CEO @RepsMate*

**Upgrading CX & EX | AI-powered Human Relations | The Future of Customer Service**

### 15:00 Ready, Set, Future! Intro to Foresight Tools and Mindset for the New World

**Diana Stafie**, *Foresight Strategist & Founder @Future Station*

**Developing a Future-Ready Culture | Enabling Innovation and Growth**

- Intro to Foresight mindset and tools as a way to prepare for the future, both as professional, but also as an organisation.
- We will talk about foresight use for anticipating and meeting future customer needs, developing a future-ready mindset and culture, but also drive innovation and growth.

### PANEL DISCUSSION

### 15:45 Quality vs. Speed: Redefining Customer Service in an AI-Driven Era

**Mădălina Vilău**, *CX Advisor & Managing Director @Marketing Insiders Group* | **Panel Facilitator**

**Bogdan Roșu**, *CEO @Optima Solutions Services, President of ARF*

**Mădălina Uceanu**, *Managing Partner @Career Advisor, Founder @PortalHR*

**Alexandra Ilie**, *Head of Advisory Contact Center @ING Bank*

#### Rethinking Performance in the Contact Center | Redesigning Journey Maps

- How do we define performance
- What is the current performance level in Romania
- What are the customers' expectations on contact center performance
- How can contact centers adapt to reach these new expectation levels
- How to redesign the candidate journey map

### 16:45 End of Conference Day & Expo Networking

**Conference Moderator** | **Aryana Popescu**, *Senior Consultant, Organisational & Culture Development, Managing Director @Interpersonal Connections*

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## CONFERENCE AGENDA | DAY 2, May 18<sup>th</sup>

**09:30 Welcome Coffee & Networking**

**10:00 Artificial Intelligence-Driven Customer Experience**

**Sergiu Pop**, *Microsoft Data & Artificial Intelligence Specialist @Microsoft*  
Adapting to Fast-Changing Technology | Leveraging Data Power for Better CX

**10:40 Self-service the Sure Path to Simple Processes and Unparalleled Customer Service**

**Kerry Sherman**, *Executive Vice President of Business Development and Co-Founder @TCN*  
Streamlining Operations | Boosting Performance | Improving Customer Satisfaction

**11:20 The Feel Good Program - Bringing People Together and Building Lasting Bonds**

**BEST PRACTICES** with **Anca Burghilea**, *Marketing Manager at @Majorel RO*  
Intro | Community Building | Civic Engagement | Impact on Mental Health

**11:40 Beyond Insurance, the Future of Claims Management**

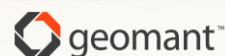
**BEST PRACTICES** with **Liviu Ionescu**, *Training & Development Department Manager @Claim Expert Services, Vienna Insurance Group*  
CX Challenges in the Insurance Sector | Beyond Skills - From Agent to Consultant

**12:00 Business Lunch & Networking**

**Conference Moderator** | **Aryana Popescu**, *Senior Consultant, Organisational & Culture Development, Managing Director @Interpersonal Connections*

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**13:00 Business Lunch & Networking**

**13:00 Digital Contact Center: Bots and Human Venture**

**BEST PRACTICES** with Anca Cirstian, *Head of Strategy & Transformation @Orange RO*  
How to Successfully Embed Bots in Contact Center Strategy while Keeping Human Touch Value | Value Creation through Voicebot, Chatbot & RPA

**13:25 Technology with a Human Touch: Smart Data & Automation for Better Customer Support**

**BEST PRACTICES** with Florina Dobre, *Director Customer Operations & Experience @Carrefour RO*  
Leveraging Social Media Analytics for Customer Profiling | Benefits of Automation Tools

**13:50 Unlocking our Leadership Potential: a Development Program for Tomorrow's Leaders**

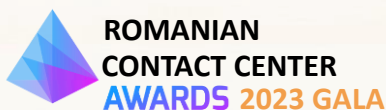
**BEST PRACTICES** with Camelia Rublinceanu Bakshi, *Head of Operations Support in Global Competency Center Romania*  
Leading Teams through Complex Changes and Challenges | Effective Leadership Tools

**14:05 People before Numbers: nurturing the most important capital, your teams**

**BEST PRACTICES** with Liliana Dumitru, *Executive Director Contact Center @BRD Groupe Societe Generale*  
Hybrid Workforce Challenges | KPIs vs. Human Emotions | Team Engagement Post Pandemic

**14:30 Closing Remarks & Conclusions**

**15:00 End of Business Conference Sessions**



**18:30 Exclusive Ceremony, Dinner Cocktail & Networking.**

Gala access is granted by VIP invitation or individual participation registration.

**Gala MC** | Mihaela Apostoleanu, *Director, EMEA Customer Success Account Management @Microsoft*

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