

CExp

SHARED EXPERIENCE

ROADSHOW

SERIES

HOSTED BY

ppc



AGENDA

November 27th 2025

10:00 - 10:30 Kick-Off Coffee & Registration

Opening Speech: Benchmarking Collaborative Leadership for Business Progress.

Ionuț Dună, General Manager @PPC Energie Romania

Reimagining Customer Experience with AI: Personalised. Proactive. Predictive.

Sergiu Pop, Cloud & AI Specialist EMEA @Microsoft

Transforming Claims: From Process to Remarkable Experience.

Carmen Cucu, Patient & Customer Experience Director @Regina Maria

Thinking Machines vs. Feeling Customers: Where AI meets Ethical Intelligence.

Alin Roșca, CEO & Founder @RepsMate

11:45 - 12:15 Caffeine Break & Strategic Talks

It Starts with Insights: Growing a Culture that Puts Customers First.

Masha Gavrilescu, Customer Advocacy Director @PPC Energie Romania

Beyond the Scores: NPS in Motion - Past. Present. Future.

Alin Bilt, Manager @Bain & Company Italy

PANEL DISCUSSION: Turning CX Strategy into Operational Impact.

Culture to Action: Embedding customer-centric mindset into daily operations.

AI in Motion: Leveraging innovation and automation to drive growth and agility.

Data that Drives Excellence: The 2025 CX Market Outlook.

Beyond Metrics: Linking NPS to operational KPIs for business performance.

360° CX by Design: Uniting channels, teams, and technologies for end-to-end value.

FACILITATOR: Mădălina Vilău, CX Consultant & CEO @Marketing Insiders Group

Dan Mazilu, Owner & General Manager @Mediatel Data

Ioana Krekan, Head of Customer Operations @PPC Energie Romania

14:00 - 15:00 Executive Brunch & Business Networking

PRESENTING PARTNER



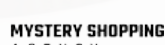
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