

# CExp

## SHARED EXPERIENCE

### ROADSHOW

# SERIES

HOSTED BY

BRINGO



## AGENDA

December 10<sup>th</sup> 2025

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

**OPENING SPEECH:** **Leading With Experience.** Empowering The Customer Voice.

**CASE STUDY:** **The Customer Attention Capital: Designing Value That Matters.**

Oana Lung, Head Of Customer Experience @Bringo

**CASE STUDY:** **Real-Time Conversations for Intuitive Online Shopping Experiences.**

Bogdan Ilinca, Product & Innovation Lead @Mediatel Data

**PANEL DISCUSSION:** **Redefining Customer Loyalty in The Age of AI.**

**Customer Value Management:** Insights for maximizing lifetime value & market share.

**AI That Predicts Needs:** Hyper-personalized interactions that deliver massive returns.

**Journey-to-Value:** End-to-end experiences driving retention & scalable value.

**Loyalty Reimagined:** Beyond gamification toward trust & emotion driven relationships.

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

Alin Roșca, CEO & Founder @RepsMate

Adrian Cerga, Head of Customer Care & Telesales Strategy @Altex & Bricostore

**11:50 - 12:20** Caffeine Break & Strategic Talks

**Behavioral CX: How to Grow CLV Using Cognitive Biases, Not Discounts.**

Dragoș Gavrilăscu, Founder & CEO @True Say & Portall

**AI For Experience: Shifting From Speed Of Case Resolution to Earning Trust At Scale.**

Mădălina Vilău, CX Consultant & CEO @Marketing Insiders Group

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

### PRESENTING PARTNER



### INTELLIGENCE PARTNERS



### STRATEGIC PARTNERS



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