

# Global CEM Summit 2023 by moveXM: AGENDA

Please be aware that the agenda on day 1 and day 2 is identical.

		CEST Times	
		18/10	19/10
<b>START / Onboarding</b>		<b>2.45pm</b>	<b>7.45am</b>
<b>Welcome</b>	Holger von Seherr-Thoss - moveXM CEO	<b>3.00pm</b>	<b>8.00am</b>
<b>Why CX matters: Behind the Scenes of the CEM Project</b>	K. Lieutenant (Head of Customer Studies · Volkswagen Personal Cars) M. Kohlhepp (Head of Customer Insights, Trend Research · Audi) S. Ramallo (Head of Customer Care & Customer Satisfaction · VW Commercial Vehicles)		
<b>AI-Powered CX Management: The Future is Here</b>	Volker Spahn (CPO · moveXM)		
<b>Guiding CX Excellence: Introducing the moveXM Future Roadmap</b>	Lukas Utendrup (Head of Product Management · moveXM)		
<b>From Listening to Improving: The moveXM approach</b>	Christian Pfeifer (Customer Success Consultant · moveXM)	<b>4.15pm</b>	<b>9.15am</b>
<b>Listen &amp; Measure</b>		<b>4.20pm</b>	<b>9.20am</b>
<b>Unlocking the Customer Voice: The Potential of Messenger Services for Customer Communication</b>	Hermann Klett (SaaS Expert · VONAGE)		
<b>Establishing a Multi-Channel Approach with moveXM Self Service Surveying Solution</b>	Lukas Utendrup (Head of Product Management · moveXM) / Katrin Hasenöhl (Senior Consultant · moveXM)		
<b>Unleashing the Customer Voice with Whatsapp: A Practical Guide</b>	Lukas Utendrup (Head of Product Management · moveXM)		
<b>Care &amp; Engage</b>		<b>5.20pm</b>	<b>10.20am</b>
<b>CX Insight Sparks The Soccer Pitch</b>	Gregorio Uglioni - The CX Goalkeeper		
<b>Leveraging Behavioral Science for better customer decisions</b>	Philipp Spreer (Managing Partner · ELABORATUM)		
<b>Beyond the Stars: Harnessing Google Star Ratings for Customer Engagement</b>	Tim Braun (Head of CX Solution Consulting · moveXM) Kerstin Schoth (Customer Success Consultant · moveXM)		
<b>Analyze &amp; Understand</b>		<b>6.35pm</b>	<b>11.35am</b>
<b>Empowering CX Improvement: The Value of Customizable Dashboards</b>	Sergey Petkov (Head of Business Intelligence · moveXM)		
<b>CX Insight Sparks Empathy in Healthcare</b>	Gregorio Uglioni - The CX Goalkeeper		
<b>The Power of Deep-Dive Analysis: The Value of Customizable Dashboards and Latest Updates in the CEM Analysis Module</b>	Sergey Petkov (Head of Business Intelligence · moveXM)		
<b>Plan &amp; Improve</b>		<b>7.35pm</b>	<b>12.35pm</b>
<b>From Learners to Leaders: Empowering CX Professionals with the CXM Professional Certificate</b>	Mohammed Latib, Ph.D (Founder and CEO · CXU) Barbara D'Emilio (CCO · moveXM)		
<b>CX Insight Sparks The Impact of Conversational AI: Forget your Keyboard</b>	Gregorio Uglioni - The CX Goalkeeper		
<b>Leveraging the Power of AI and GPT with moveXM</b>	Volker Spahn (CPO · moveXM) Samuel Wenserit (Product Owner AI & Text Analytics · moveXM)		
<b>Farewell</b>	Holger von Seherr-Thoss - moveXM CEO	<b>8.35pm</b>	<b>1.35pm</b>