



4TH **CX LEADERS** **INDONESIA** **2024**



Pullman Jakarta Central Park



October 24, 2024

*Elevating the Customer Experience Paradigm
in the Digital Landscape*



Overview

As one of the rapidly expanding economies in Southeast Asia, Indonesia presents unique opportunities and challenges for businesses aiming to deliver outstanding customer experiences (CX). The Indonesia Customer Experience Management Market is projected to see significant growth between 2024 and 2030.

SurveySensum's recent survey highlights a notable shift among CX leaders in Indonesia. An impressive 72% now rate customer experience as a high priority, showing a strong commitment to enhancing customer relations and satisfaction. This is a significant increase from the previous year. Meanwhile, only 4% consider it a low priority, indicating limited attention to this area, and 24% maintain the same level of importance, signaling a consistent focus on CX. These findings emphasize the growing recognition of the crucial role customer experience plays in today's competitive market.

Despite facing several challenges, Indonesian CX leaders remain dedicated to improving CX within their organizations. Businesses often struggle with optimizing customer experiences due to resource constraints, technological limitations, and insufficient support from other departments, which can hinder the measurement of ROI. Overcoming these challenges is essential for businesses looking to enhance their CX strategies and achieve sustainable growth in the Indonesian market.

The **CX Leaders Indonesia 2024**, with a theme *"Elevating the Customer Experience Paradigm in the Digital Landscape,"* is a strategy forum that offers a timely platform for industry stakeholders to discuss innovative CX strategies, share best practices, and promote sustainable growth in the digital era. This forum aims to uncover new strategies and technologies that elevate CX excellence through discussions among industry frontrunners. With a comprehensive agenda featuring plenary sessions, panel discussions, and interactive roundtable sessions, participants will gain actionable insights to thrive in the digital-first landscape, positioning themselves as leaders in delivering exceptional customer experiences.

What Past Participants Say

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"Attending this occasion is highly beneficial, and I've generated numerous leads from other participants. Additionally, I gained valuable insights from various brands present at the event. Considering the success of this event, I strongly believe it would be a great idea for CX Leader to return next year. Therefore, I encourage all of you to join this event."

Founder
Sukesema Logistic

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"This event has been fantastic, providing valuable insights into customer experience that we can apply across industries. I hope to glean more insights and implement effective strategies in our organization to enhance customer loyalty. Looking forward to next year's event!"

CX Head
Kaosem Group

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"Considering this is my initial collaboration with this organizer, the assessment is positive based on their amiability, helpfulness and is very well-organized."

Sales Development
Representative
CleverTap

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"Today's event has been absolutely fantastic. We've had the opportunity to listen to inspiring speakers and engage in discussions on insightful topics. It's truly eye-opening to witness the evolving landscape where our customers are not only humans but also robots or AI. This realization empowers us to adapt and strategize our customer experience initiatives for the future. The group chat feature has been invaluable, allowing speakers to share their expertise and facilitating collaborative discussions on practical solutions to enhance our business processes. We hope for continued accessibility to events like this, enabling us to continuously grow and prepare ourselves for a brighter future."

Customer Success Head
Darwin Box Indonesia

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"I find it to be very professional. EDX assisted us in ensuring the proper functioning of this event, and we can also enhance the satisfaction of our guests, providing additional education on Customer Experience (CX). As we represent Genesis, it aligns well with our values. I appreciate the responsiveness of the online support provided by EDX. It allows us to ensure the smooth operation of this event within a short timeframe."

Business Development Head
Solutif

2024 Speakers



ROY NICHOLAS MANDEY
Chairman
Indonesia Merchants Retail
Association – Asosiasi Pengusaha
Ritel Indonesia (APRINDO)



KAMESWARA NATAKUSUMAH
CEO and Head of Indonesia
Willis Towers Watson Indonesia



RAINE RENALDI S.IIP, AWP
President, **EV-READY Global Mobility**
Chief of Economy & Digital Asset
Committee, **KADIN**



ANDRE BINARTO
Founder & CEO
FranchiseOne



MAULANA CHRISTANTO
Chief Experience and Analytics
Ruparupa



TONY TAN
Chief Marketing Officer
Madverse



CRAIG WHEELER
Chief Commercial Officer
Koltiva



RAJESH GROVER
Group Vice President –
AI, Digital & Omnichannel
Kanmo Group



ABDUL HAMID FARID
Vice President – Head of
Market Development
PT Mastercard Indonesia



EVAN JANULI
Vice President Branding
& Marketing
Qoala



DEWANTORO BIMO
Vice President of Marketing
Telin | Telkom Group



JASON EDWARD WUYSANG
Business Director
EIGER Tropical Adventure



FIKRI MOHAMAD
Corporate Responsibility Director
L'Oréal Indonesia



PARJONO SUDIONO
Head of E-commerce
Greenfields Dairy Group



YANUAR REZQI
General Manager Marketing
& Customer Experience
Kasoem Group



ANKY ANDIKARA
Sales Lead, Indonesia
Telesign

Sponsors

GOLD SPONSOR



Telesign, a part of the Proximus Group, provides Continuous Trust™ to leading global enterprises by connecting, protecting, and defending their digital identities. Telesign verifies over five billion unique phone numbers a month, representing half of the world's mobile users, and provides insights into the remaining billions. The company's powerful machine learning and extensive data science deliver identity risk recommendations with a unique combination of speed, accuracy, and global reach. Telesign solutions provide fraud protection, secure communications, and enable the digital economy by helping companies and customers to engage with confidence.

SILVER SPONSOR



Contentsquare delivers the power to make the digital world more human. The leader in digital experience analytics, its AI-powered platform provides rich insight into customer behaviors, feelings and intent, enabling businesses to develop empathy, create lasting impact and build customer trust with security, privacy and accessibility. Founded in Paris and with offices around the world, Contentsquare has raised \$1.4B in investment funding from leading investors, including funds and accounts managed by BlackRock, Bpifrance, Canaan, Eurazeo, Highland Europe, KKR, LionTree, Sixth Street and SoftBank Vision Fund 2. For more information, visit www.contentsquare.com

EXHIBITOR



Mekari is a Software-as-a-Service (SaaS) solution designed to drive growth for businesses and professionals across all levels, from MSMEs to enterprises. We offer a one-stop integrated platform that enhances efficiency and productivity across various operations, like HR management, accounting, sales, customer service, taxation, and more.

Mekari also provides customizable workflows and integrated data platforms. This enables businesses to generate reports with accurate insights, leading to faster and more precise decision-making.

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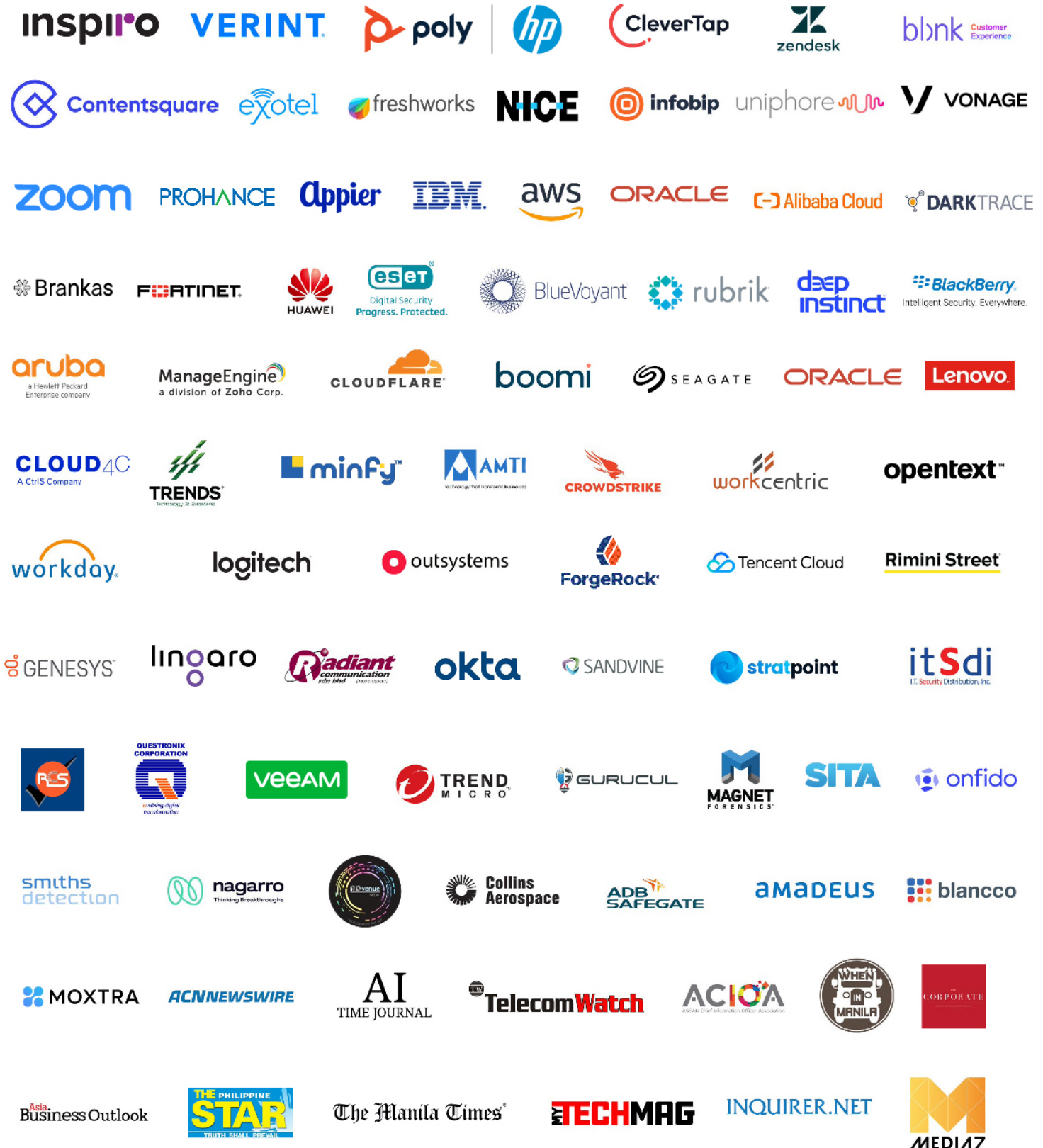
CEO *Insights* Asia
Insights for Business Leaders

APAC
CIO Outlook

Agenda

07:00	Registration				
8:20 – 8:30	Opening remarks				
8:30 – 9:00	Plenary – Charting New CX Horizons: Revolutionizing Customer Experiences in Indonesia Roy Nicholas Mandey, Chairman, Indonesia Merchants Retail Association – Asosiasi Pengusaha Ritel Indonesia (APRINDO)				
9:05–9:35	Plenary – AI-Powered CX Evolution: Unraveling Generative Intelligence in 2024 Andre Binarto, Founder & CEO, FranchiseOne				
9:40–10:10	1st Session – Pre-scheduled 1:1 meeting / Networking & refreshments				
10:10–10:40	1st Session – Pre-scheduled 1:1 meeting / Networking & refreshments				
10:45–11:45	EDXchange Sessions				
	CX 1 : CUSTOMER DATA MANAGEMENT	CX 2 : CUSTOMER CONTACT EXPERIENCE	CX 3 : DIGITAL COMMERCE	CX 4 : WORKFLOWS AND COLLABORATION	CX 5 : OMNICHANNEL AND OPTIMIZATION
	Unveiling Unstructured Data: Fueling Human-Centric Experiences Yanuar Rezqi , General Manager Marketing & Customer Experience, Kasoem Group	Amplify CX & Contact Center: Fusing People & Tech for Peak Performance Evan Januli , Vice President Branding & Marketing, Qoala	Crafting Digital Experiences: Maximizing ROI Across Every Customer Journey Phase Parjono Sudiono , Head of E-commerce, Greenfields Dairy Group Co-facilitator: Anky Andikara , Sales Lead, Indonesia Telesign	CX Symphony: Orchestrating Collaborative Workflows for Customer Delight Dewantoro Bimo , Vice President of Marketing, Telin Telkom Group	Seamless Connections: Crafting Intuitive Omnichannel Strategies for Customer-Centric Success Jason Edward Wuysang , Business Director, EIGER Tropical Adventure
11:50–12:20	3rd Session – Pre-scheduled 1:1 meeting / Networking & refreshments				
12:20–13:20	Lunch / Networking				
13:30 – 14:00	Plenary – Optimizing Customer Touchpoints in a Tech-Centric Experience Ecosystem Raine Renaldi S.IIP, AWP, President, EV-READY Global Mobility and Chief of Economy & Digital Asset Committee, KADIN				
14:05 – 14:35	 Fireside Chat – Human Element in Digital CX: Bridging Technology and Empathy				
	Guest Moderator: Abdul Hamid Farid, Vice President – Head of Market Development, PT Mastercard Indonesia Guest Speakers: Maulana Christanto, Chief Experience and Analytics, Ruparupa Rajesh Grover, Group Vice President – AI, Digital & Omnichannel, Kanmo Group				
14:40–15:10	4th Session – Pre-scheduled 1:1 meeting / Networking & refreshments				
15:15 – 15:55	Panel Discussion – Green CX: Navigating Sustainability and Social Responsibility in Customer Experience				
	Chairperson: Craig Wheeler, Chief Commercial Officer, Kaltiva Panelists: Kameswara Natakusumah, CEO and Head of Indonesia, Willis Towers Watson Indonesia Raine Renaldi S.IIP, AWP, President, EV-READY Global Mobility and Chief of Economy & Digital Asset Committee, KADIN Tony Tan, Chief Marketing Officer, Madverse Fikri Mohamad, Corporate Responsibility Director, L'Oréal Indonesia				
16:00	Closing Remarks and Raffle Draw				

CX Series Partners



Past Speakers and Facilitators



DIAN MARTIN
Chairperson
Indonesian Digital Marketing
Association (Asosiasi Digital
Marketing Indonesia)



DR. BEN WIDAJA
President Director
Mandaya Hospital Group



EDWIN SUGIANTO
Chief Operating Officer and
Chief Marketing Officer
PT AXA Insurance Indonesia



MAYANK SINGH
Chief Digital Officer (VP –
Marketing, Digital Business &
IT) Domino's Pizza Indonesia



DANIEL HAGMEIJER
Chief Marketing Officer
PT MAP Aktif Adiperkasa,
Indonesia



CRAIG WHEELER
Chief Customer Officer
Aloshop



EKO PUTRANTO
Chief Information
Technology Officer
PT. Kiat Ananda Cold
Storage



DANNY NG
Founder & CEO, PT Solusi
Tiga Selaras (Solutif)
CMO, CSO, IFT Group



RAJESH GROVER
Group VP – Digital &
Omnichannel
Kanmo Group



DEWANTORO BIMO
Vice President of Marketing
Telin | Telkom Group



KRISNA KURNIAWAN
VP of NGBS Project /
Operational & IT Risk
Management Dept Head
PT. Bank KB Bukopin



EDMUND SITUMORANG
Group Head of Strategy and
Transformation
Bumi Resources Group



WIDHYA UTAMI
Country Head of Customer
Experience
Lazada Logistics



SENO DAYAN BUWONO
Head of Market Research and
Customer Experience
Home Credit Indonesia



GHITA PUSPITA
Head of Customer Operations
Kanmo Group



YANUAR REZQI
Head Of Customer
Experience
Kasoem Group



MALCOLM KOH
Head of CX Advisory, APMEA
Freshworks



ANGIE KOLOSE
Former Head of Customer
Strategy and Planning
Unilever



APT. ERWIN SUYANTO
Marketing Director
Mandaya Hospital Group



MARGARETH NOBLEFRANCA
Business & Marketing Asst.
Manager
PT Pertamina Bina Medika IHC



IRENE ARIEPUTRI
Senior Solution Consultant
Zendesk



JOE MAULANA
Country Lead Indonesia
CleverTap