



YOU'RE INVITED

The Human Edge in CX

WHEN?

Wednesday, May 21, 2025
9:00 AM - 12:00 PM

WHO?

Hosted by Vicki Brackett (Knowledgely),
Adam Wolfe (SparkCX),
and Dan Mannion (SparkCX)

WHERE?

Phoenix/Scottsdale, AZ

*Address will be shared when accepted
to attend the event*

RSVP:

[https://tinyurl.com/
CCNG-Phoenix](https://tinyurl.com/CCNG-Phoenix)

Join us for this exciting event where we will discuss tactics you can implement in 2025 to improve customer experiences, do more with less, and demystify all this talk of artificial intelligence (AI) revolutionizing our industry.

It turns out that in a world being more and more automated by AI, empowered human agents that can empathize with and delight customers are more important than ever. Market research from Gartner, Accenture, and CCW Digital show that with all this added innovation thrown at customer experience, the perceptions of customers on the quality of these experiences has been on the decline for five consecutive years.

In this three hour, interactive discussion we'll learn from leaders in the industry and from each other. Our commitment to you is you'll leave our time together more knowledgeable and more prepared to take on the challenges of today. Even better, you'll expand your network and leave with a few new friends as well.

TOPICS:

- Why are customer perceptions of CX on the decline and what are the truly innovative organizations doing to reverse this?
- Where can AI really help me today and what's the hype I can tune out?
- What are other CX leaders doing that I can adopt in my organization today?

WHY YOU CAN'T MISS IT:

- Be the most knowledgeable executive at your company about AI impact and AI hype
- Expand your network in the CX industry