

CXFSSUMMIT

Event Highlights



MONEYNEXT

A warm welcome

For most of us, we spend so much time online that CX design is vitally important in shaping the digital experiences we have. That's why it was such a pleasure to welcome you all to CX FS Summit, uniting a wide range of professionals from across financial services and CX design over an action-packed 2 days. We're excited to share the highlights with you in this report. If you missed a session or you'd like to rewatch one of our panel discussions on demand, we'll be uploading all the key highlights and full-length videos to our website. Just visit moneynext.tv, where you'll also find our full programme of upcoming events.



Mark Johnstone
Event Director

A quick recap...

30 different speakers from the worlds of finance and technology.

7 live sessions across 2 action-packed days.

1,000+ attendees in total.

Up next...



20th–21st October 2021
Banking Innovation Summit

[Register now...](#)



BANKING INNOVATION SUMMIT

20th–21st October 2021

LIVE VIRTUAL EVENT

30 leading industry voices take the stage at Banking Innovation Summit to discuss the next 5 years in transformational banking technology.

[REGISTER NOW](#)

‘We have 75-year-old customers who have chosen a digital challenger.’

Meeting Expectations: How are Customer Demands Changing?
15th September, 10.00 BST

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Our expert speakers:



Niall Corrigan
EY



Adam Powers
HSBC



Alexandra Dixon
Metro Bank



Natalie Fuller
Cashplus Bank



Andrew Lawson
Zendesk

There is a prevalent misconception that digital banking only applies to a young, urban-centric demographic – but that is not the case at all, said Cashplus Bank’s Natalie Fuller in our first live session of CX FS Summit. Digital challengers are winning with over-35s from all backgrounds and all levels of technical ability – including customers in their 70s who have chosen to bank with a digital challenger. It reflects the changing nature of customer expectations... and banks must be agile to keep pace with what they want.

‘Starting from new is not easy and it’s not cheap either.’

A Digital Overhaul: How to Entirely Transform Customer Experiences
16th September, 12.00 BST

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Our expert speakers:



Louise Døvling Andersen
Danske Bank



Tanvi Gupta
Barclays



Stephanie Pelsmakers
ING



Matthew Harwood
NatWest

With large financial institutions being encumbered by legacy technology and wide-reaching product portfolios, we ask our panellists whether it’s easier to transform an existing organisation or start again from scratch. Can partnerships between banks and fintechs help to improve customer experience and how important is organisational culture to company-wide transformation? Contributions come from our panellists representing Danske Bank, Barclays, ING and NatWest.

'We have come a long way but we can still do more.'

The Age of Personalisation and Automation | 15th September, 13.00 BST

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Ankur Dalal
ABN Amro Bank



Nathan Williams
NatWest



Vilmos Lorincz
Lloyds Banking Group



Ezgi Biber
Nordea

Our expert speakers:

From emails to apps, personalisation and automation are everywhere. But do consumers trust banks with their personal data, are financial institutions making the most of the data they have, and is automation ultimately just a cost-cutting exercise? We rounded off the first day of CX FS Summit with a stellar panel including Ankur Dalal from ABN Amro, Nathan Williams of NatWest, Lloyds Banking Group's Vilmos Lorincz and Ezgi Biber from Nordea.



‘It’s good business to be looking out for your customers.’

Financial Inclusion and Financial Wellbeing | 15th September, 12.00 BST

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Michael Sherwood
Atom Bank



Josh Berle
MasterCard



Nigel Verdon
Railsbank



**Angela Johnson
de Wet**
Lloyds Bank

Our expert speakers:

The Covid-19 pandemic has shed new light on financial inclusion, with millions worldwide being thrown into financial hardship. It was already a pressing concern before Covid: a survey from January 2020 found that 9 in 10 Brits thought they lacked the financial literacy to make good financial decisions. So what can banks do to turn the dial on financial inclusion, wellbeing and education? Our panel discusses the roles and obligations of financial institutions and asks if we’re at risk of leaving some consumers behind.

‘Companies that create an emotional connection with the customer will win.’

AI Demystified: Customer Service with AI and ML | 16th September, 10.00 BST

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Christian Thier
Microsoft Switzerland



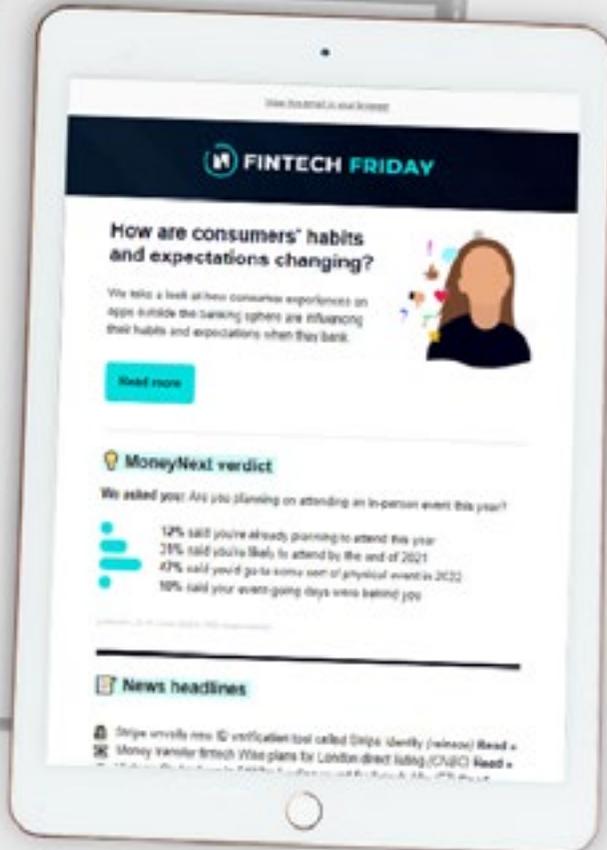
Guillaume Dretz
Vybecard



Andy Mason
Mettle

Our expert speakers:

In a customer service world where chatbots and automation are playing an increasingly important role, our panel helps us to demystify AI and ML. How is AI being leveraged to solve customer painpoints, is self-service banking the future of our industry and is there still a role for human customer service agents? Join our panellists – Microsoft’s Christian Thier, Guillaume Dretz of Vybecard and Andy Mason from Mettle – as they address these issues and answer our audience’s questions.



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