



# 2<sup>nd</sup> EDITION MENA CONVERSATIONAL AI SUMMIT 2022

24 - 25 May, 2022 | Dubai, UAE



## CONFERENCE AGENDA

### DAY 1 | 24<sup>th</sup> MAY 2022 – TUESDAY

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|---------------|---|
| 09:00 - 10:00 | REGISTRATION & WELCOME COFFEE   |
| 10:00 - 10:05 | OPENING NOTE BY THE CHAIRPERSON   |
| 10:05 - 10:15 | WELCOME ADDRESS BY GUEST OF HONOUR  |
| 10:15 – 10:35 | <b>Conversational AI – Trends and Predictions for Future</b> <ul style="list-style-type: none"><li>- Demand for AI will grow: What trends we need to follow</li><li>- The emergence for master-bots</li><li>- The disillusionment of connected assistants</li></ul>   |
| 10:35-10:55   | <b>The Intelligent Evolution of The Contact Centre</b> <ul style="list-style-type: none"><li>- How digital and AI are evolving self-service and the contact center</li><li>- What is AI-driven contact center agent augmentation</li><li>- What are the emerging technologies in contact centers</li></ul>  |
| 10:55 -11:40  | <b>Panel Discussion: Creating Trustworthy, Responsible and Bias Free Conversational AI</b> <ul style="list-style-type: none"><li>- Guidelines for responsible conversational AI</li><li>- Is the future of AI is Intent?</li><li>- Ethical AI framework – Social and ethics in practice</li></ul>   |
| 11:40 - 12:10 | <b>Networking Break</b>   |
| 12:10 - 12:30 | <b>Thinking Beyond Chatbots with Intelligent Employee and Customer Experiences</b><br><b>-The Digital Human</b> <ul style="list-style-type: none"><li>- How digital humans revolutionize CRM</li><li>- How conversational AI improves the employee experience</li><li>- How to improve customer service with conversational Ai</li></ul>                                      |
| 12:30- 13:15  | <b>Panel Discussion: Conversational Banking: A Proactive Approach To Customer Engagement</b> <ul style="list-style-type: none"><li>- Importance of designing a conversational banking experience</li><li>- How the new generation of consumers wants to engage with their banks</li><li>- “How can I help you?” - How Conversational AI is changing digital banking</li></ul> |



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- 13:15 - 13:35 **Innovation in Communication – Engaging Customers with Personalized Conversations**
- Does conversational SMS marketing work for all businesses?
  - Identifying success factors and measuring ROI of SMS and WhatsApp API Solutions
  - Evolving role of Data, AI, and Analytics in customer engagement
- 13:35 - 14:20 **PANEL DISCUSSION | Conversational AI in Retail & Ecommerce**
- How conversational commerce is redefining retail businesses
  - Is Contactless Commerce is the new normal for today's innovative retailers?
  - How successful are AI chatbot solutions for retail business in current times?
- 14:20 – 14:30 Closing Remarks by The Chairperson and End of Day One
- 14:30 – 15:30 NETWORKING LUNCHEON

## DAY 2 | 25<sup>th</sup> MAY 2022, WEDNESDAY

- 09:00 - 10:00 REGISTRATION & WELCOME COFFEE
- 10:00 - 10:05 OPENING NOTE BY THE CHAIRPERSON
- 10:05 - 10:25 **The AI-Powered Telco: Using Automation to Transform Telco Operations**
- How a leading telco increases client & employee satisfaction with Conversational AI
  - Why the Telecom industry needs conversational chatbots?
  - How are Telcos automating their operations
- 10:25 - 10:45 **Innovation in Contact Center Technology & Voice Automation**
- What is the future of speech recognition & voice-activated technology
  - Emerging trends in customer interaction: Providing the right customer support
  - Winning the new digital customer with autonomous contact centers
- 10:45- 11:30 **Panel Discussion | Conversational AI: The Next Wave of Customer and Employee Experience**
- How can employee productivity be enhanced with AI-Powered personal assistants
  - Automate repetitive tasks and save time, minimizing unproductive hours
  - Leveraging AI-powered personal assistants for a better employee experience



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- 11:30 -11:50 **Addressing the Challenges in Multi- Functional Conversational AI And Future Dialogue**
- How to train conversational agents?
  - How to handle complex conversations?
  - How to make digital voice assistants as mainstream?
- 11:50 – 12:20 **NETWORKING BREAK**
- 12:20 – 12:40 **AI-Powered Virtual Assistant and The Future of Work**
- Does the future belong to an amalgamation of Virtual Assistants with IoT
  - Are Virtual Assistants becoming the new-age workforce?
  - Will every employee own an AI Virtual Assistant in the Future
- 12:40 – 13: 25 **Panel Discussion | The Future of Chatbots and Customer Service**
- Why a chatbot is far more than a simple messaging service
  - Impact of chatbots on cutting costs and improved CX during busiest times
  - Sentiment analysis – providing human-like personalized customer service
- 13:25 – 13: 45 **Smarter Customer Service with Call Deflection & AI-Powered Automation**
- How Chatbots can enhance a Call Deflection strategy
  - IVR to Digital: Call Deflection in a Snap
  - Call deflection beyond cost reduction and better customer experiences
- 13:45 – 14:05 **Application of Conversational AI in Complex Operations**
- AI as data watchdog: Sharp eye on inventory tracking
  - Improving workflow between users: Making communication seamless
  - Reducing quality issues and increasing customer satisfaction
- 14:05 – 14:25 **Using AI and ML to Deliver Customer Service – Taking Your Customer Service to Next Level**
- Why invest in AI – Challenges and Opportunities
  - Using AI and ML to help customers in making decisions
  - Simplify task management with AI and ML
- 14:25 – 14:30 Closing Remarks by The Chairperson and End of Day Two
- 14:30 – 15:30 **NETWORKING LUNCHEON**