



2nd EDITION MENA CONVERSATIONAL AI SUMMIT 2022

24 - 25 May, 2022 | Dubai, UAE



CONFERENCE AGENDA

DAY 1 | 24th MAY 2022 – TUESDAY

- 09:00 - 10:00 REGISTRATION & WELCOME COFFEE
- 10:00 - 10:10 OPENING NOTE BY THE CHAIRPERSON
- Manal Allam**, IT Head & Business Partner - Middle East, **Merck Group**
- 10:10 – 10:15 WELCOME REMARK BY Matthias Müller-Wolf, Senior Vice President of Sales, Cognigy
- 10:15 – 10:35 Conversational AI – Trends and Predictions for Future
- Demand for AI will grow: What trends we need to follow
 - The emergence of master-bots
 - The disillusionment of connected assistants
- Ellis Wang**, EX-CIO, **Mashreq Bank**
- 10:35 - 10:55 The AI-Powered Telco: Using Automation to Transform Telco Self-Services
- How a leading telco increases client & employee satisfaction with Conversational AI
 - Why the Telecom industry needs conversational chatbots?
 - How are Telcos automating their Self- Services?
- Mubarak Alharbi**, Digital Experience General Manager, **Mobily**
- 10:55 -11:40 Panel Discussion: Creating Trustworthy, Responsible, and Bias-Free Conversational AI
- Guidelines for responsible conversational AI
 - Is the future of AI Intent?
 - Ethical AI framework – Social and ethics in practice
- Dr. Sid Ahmed Benraouane**, Advisor, **Dubai Government (Moderator)**
1. **Dr. Jassim Haji**, President, **International Group of Artificial Intelligence**
 2. **Manal Allam**, IT Head & Business Partner - Middle East, **Merck Group**
 3. **Ritesh Vrajlal Dhanak**, Chief Innovation and Digital Officer, **GEMS Modern Academy**
 4. **Zubair Siddiqi**, Head of Customer Experience, In-force Mgt. & Digital Acquisitions – Middle East, **Zurich Insurance**
- 11:40 - 12:10 Networking Break



2nd EDITION MENA CONVERSATIONAL AI SUMMIT 2022

24 - 25 May, 2022 | Dubai, UAE



- 12:10 - 12:30 Elevating your customer experience with conversational channels.
- Redefining the old model vs new model of conversational channels
 - Introducing conversational channels into business strategy
 - How specific industries are leveraging the Omnichannel to drive ROI.
- Saeed Alajou**, General Manager UAE, **Unifonic**
- 12:30- 13:15 Panel Discussion | Conversational Banking: A Proactive Approach to Customer Engagement
- Importance of designing a conversational banking experience
 - How the new generation of consumers wants to engage with their banks
 - “How can I help you?” - How Conversational AI is changing digital banking
- Dr. Ahmed Darwish Elsayed**, Digital Delivery Head, **Bank Albilad (Moderator)**
1. **Aman Goel**, Co-founder, **Cogno AI (Exotel Speaker)**
 2. **Dr. Waleed AlSobhi**, Head of Data Science and AI, **The Saudi Investment Bank**
 3. **Khaled Nabhan**, Head of Customer Experience, **Bank Audi**
 4. **Neale Croutear-Foy**, Chief Technology Officer - Digital Banking, **Apex Group Ltd**
- 13:15 - 13:35 Deliver Customer Delight with Conversational AI
- Conversational AI market today and its trends
 - Using conversational AI to understand customer pain points
 - Getting started with conversational AI for your business, harnessing its capabilities for CX, and measuring success
- Josefine Larsson**, Partnerships Director- **Kore.ai**
- 13:35 - 14:20 PANEL DISCUSSION | Conversational AI in Retail & Ecommerce
- How conversational commerce is redefining retail businesses
 - Is contactless commerce the new normal for today’s innovative retailers?
 - How successful are AI chatbot solutions for retail businesses in current times?
- Moataz Ibrahim Mohamed**, Head of CX-Digital transformation planning & Design, **Telecom Egypt – WE (Moderator)**
1. **Kartik Bhatt**, Chief Operating Officer, **Sharaf Retail**
 2. **Soula Baroudi**, Head of E-Commerce & Marketing, **Al Dahra**
 3. **Sumit Balakrishnan**, AVP (Head) Digital Products, **6thStreet.com | LM Exchange**
- 14:20 – 14:30 Closing Remarks by The Chairperson and End of Day One
- 14:30 – 15:30 NETWORKING LUNCHEON



2nd EDITION MENA CONVERSATIONAL AI SUMMIT 2022

24 - 25 May, 2022 | Dubai, UAE



DAY 2 | 25th MAY 2022, WEDNESDAY

- 09:00 - 10:00 REGISTRATION & WELCOME COFFEE
- 10:00 - 10:05 OPENING NOTE BY THE CHAIRPERSON
- 10:05 - 10:25 Conversational AI in Medicine
- Use cases of how conversational AI can support patients and what expected benefits
 - Technical background
 - Challenges facing the use of AI in patient support – and what is the future outlook i.e., will AI replace doctors?

Manal Allam, IT Head & Business Partner - Middle East, **Merck Group**

- 10:25 - 10:45 Ultimate Customer Experience: The power of AI in Customer Service
- Raising Customer Expectations with Millennials and Generation Z.
 - Digitization & conversational-AI-centric customer service for the frictionless journey.
 - Conversational Messaging: Why Customers Demand It and Why Businesses Need It.

Wael Ali, Regional Director MEA, **CM.com**

- 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

Sanjeev Madavi, Group Chief Digital Transformation Officer, **Khimji Ramdas LLC (Moderator)**

1. **Ahmad Samir Metwally Abdo**, CX Planning & Design Director, **WE Telecom**
2. **Ahmed Refaie**, Founder, CEO, and Global CIO, **G.P.I. Global Partners Investments Limited**
3. **Ledi Lapaj**, Director of Customer Experience, **Bank-AI-Etihad**
4. **Thuraiya Mohamed Ahmed Al-Harathi**, Senior Specialist - Innovation & Emerging Technology Development, **Ministry of Transport, Communication and Information Technology**



2nd EDITION MENA CONVERSATIONAL AI SUMMIT 2022

24 - 25 May, 2022 | Dubai, UAE



- 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 mainstream?

Ahmad Altarawneh, Senior Strategic Consultant of Digital Transformation, **Dubai Police General HQ**

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?

Sanjeev Madavi, Group Chief Digital Transformation Officer, **Khimji Ramdas LLC**

- 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

Disha Shah, Senior Vice President - Conversational Tech Solutions, **Bobble AI (Moderator)**

1. **Ahmad Altarawneh**, Senior Strategic Consultant of Digital Transformation, **Dubai Police General HQ**
2. **Dr. Khaled Alhazmi**, Director, National Center for Robotics and Internet of Things Technology, **KACST**
3. **Sanjeev Madavi**, Group Chief Digital Transformation Officer, **Khimji Ramdas LLC**

- 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

Ledi Lapaj, Director of Customer Experience, **Bank-al-Etihad**

- 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



**2nd EDITION MENA
CONVERSATIONAL AI
SUMMIT 2022**
24 - 25 May, 2022 | Dubai, UAE



Ahmad Samir Metwally Abdo, CX Planning & Design Director, WE Telecom

14:05 – 14:10 Closing Remarks by The Chairperson and End of Day Two

14:10 – 15:10 NETWORKING LUNCHEON