

AMPLIFY INTELLIGENCE. PRESERVE HUMANITY



CUSTOMER CARE  
CONFERENCE & EXPO

# CUSTOMER CARE 21.0

## Designing the Human + AI Service Era



21<sup>st</sup> Edition | 27<sup>th</sup> – 28<sup>th</sup> May 2026  
Unda | Bucharest

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CUSTOMER CARE 21.0

## Designing the Human + AI Service Era

For more than two decades, customer care has continuously evolved – and we have evolved with it, helping shape the way organizations connect with their customers in an increasingly digital world. Together, we have built more than an industry; we have built a community driven by innovation, resilience, and a shared commitment to meaningful customer relationships.

As we enter the **21<sup>st</sup> edition**, the conversation moves forward once again. Customer care is no longer only about service – it is about intelligence, trust, and impact. In an era where AI is transforming operations, the true differentiator remains how we design experiences where technology empowers people, and human insight guides technology.

The future of customer care is not something we wait for – it is something we design.

**+290** Romanian & International Speakers

**+4200** Participants from Different Industries

**+55** Strategic Media Partnerships

**+22** Industries

Banking, Telecom, Insurance, IT&C, BPO, Healthcare, FMCG & Retail, Distribution & Courier Services, Travel services, Training & Consultancy, HR, Workplace Safety, Advertising & Media, Energy, Automotive

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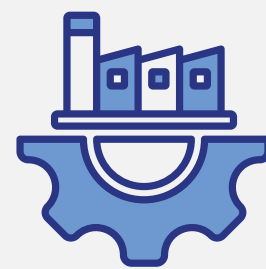
**Let's Shape this Human + AI Service Era Together.**

# B2B Target Profiling



## Departments

Customer Care | Call Center |  
Customer Service | Customer  
Operations & Support | Sales &  
Marketing | HR | Training &  
Development | Support Center |  
IT/IS Support & Development |  
Business Development |  
Financial & Legal



## Industries

BPO | Telecom | Insurance |  
IT&C | Banking | Healthcare |  
FMCG & Retail | Distribution &  
Courier Services | Travel Services  
| Training & Consultancy | HR |  
Workplace Safety | Advertising &  
Media | Shared Services |  
ITO & Services



## Speakers

**Local and international** widely  
experienced industry profiles |  
**Strategic leaders** and innovation  
consultants for the Customer Care  
Industry | **Advisory experts** around  
the needs of the Romanian Customer  
Care community | **Managing staff**  
from Customer Care solution  
providers operators

# Event **Focus** Areas

**People**



**Business**



**Technology**



## The Augmented Human: Thriving in AI-enabled Customer Care

### The AI Co-Pilot for Agents

How AI-powered assistance tools enhance - not replace - human performance through real-time suggestions, summaries, and sentiment insights.

### Cognitive Load & Digital Fatigue

Understanding the hidden mental strain caused by multitool environments, constant alerts, and decision overload in modern contact centers.

### From Soft Skills to Power Skills

Why empathy, judgment, adaptability, and ethical thinking are becoming the most valuable capabilities in AI-supported service roles.

### The Rise of Hybrid Customer Care Roles

Agent + Analyst. Agent + Automation Trainer. Agent + CX Insight Contributor. Exploring the evolution of frontline career paths.

### Psychological Safety in High-Automation Environments

Creating workplaces where employees feel supported by technology – not monitored or replaced by it.

### Will Customers Still Want Humans?

Debunking myths about automation and the real role of people in future service models.



# Event **Focus** Areas



## People



## Business



## Technology



### Customer Care as a Growth, Loyalty & Insight Engine

#### **The Future Contact Center: Control Tower of the Customer Journey**

Why customer care is becoming the organization's most valuable real-time insight hub.

#### **From Cost Center to Growth Lever 2.0**

How service interactions drive upsell, retention, and brand differentiation in competitive markets.

#### **Service Data: The Untapped Business Intelligence Hub**

Turning customer conversations into strategic insight for product, marketing, risk, and pricing decisions.

#### **Proactive Care as a Loyalty Strategy**

Moving from reactive issue resolution to predictive support and preventative engagement.

#### **The Economics of Trust**

How customer service experiences influence retention, advocacy, lifetime value, and brand resilience more than traditional campaigns.

#### **CX Risk Management**

Managing reputational risk in an era of social amplification, AI errors, automation failures, and service breakdowns.



# Event **Focus** Areas



**People**



**Business**



**Technology**



## Intelligent CX Ecosystems

### Real-Time AI in Live Customer Interactions

Agent assist, live sentiment detection, and next-best-action tools transforming frontline performance.

### Designing Self-Service Customers Actually Want

Why many automation journeys fail — and how to build intuitive, low-friction self-service experiences.

### The Invisible Tech Stack

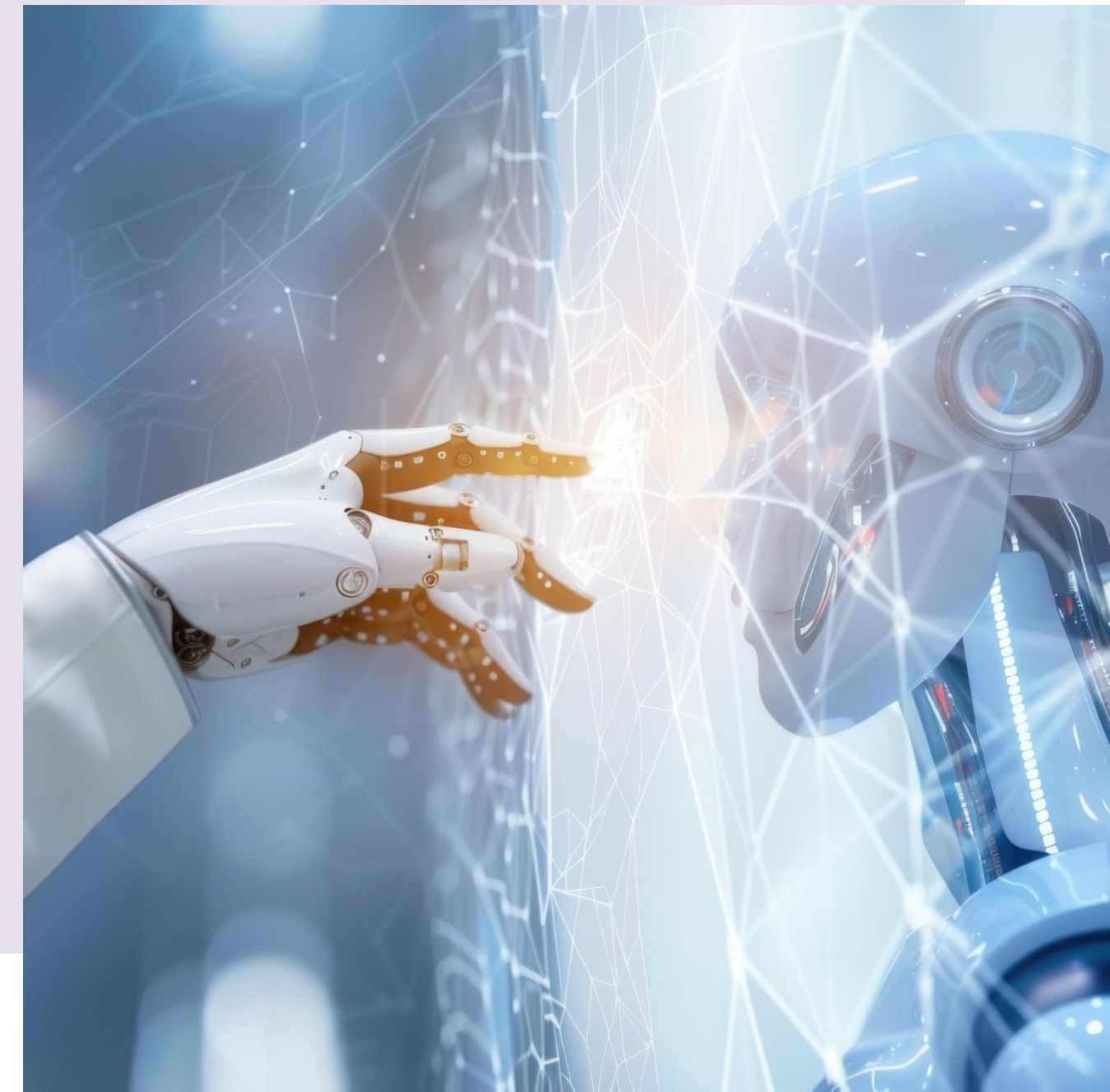
Orchestrating CRM, bots, analytics, QA AI, and workforce tools into one seamless customer journey.

### AI Governance in Customer Care

Bias, hallucinations, compliance, and data privacy — what CX leaders must understand beyond the technical layer.

### From Quality Assurance to Conversational Intelligence

How AI moves beyond call scoring to identify risk patterns, sales opportunities, and product issues.



## INDUSTRY Facts

Amplify  
Intelligence,  
Preserve  
Humanity!

**70%** of business executives say customer expectations are changing faster than their company can adapt.

- PWC, 2025

**90%** of customers rate an “immediate response” as very important, with a majority defining “immediate” as within about 10 minutes or less.

- ENVIVE.AI, 2025

**85%** of customer service leaders will explore or pilot customer-facing conversational generative AI in 2025.

- GARTNER, 2025

CUSTOMER CARE 21.0

## Why Attend?



### Uncover the power of emotional connections

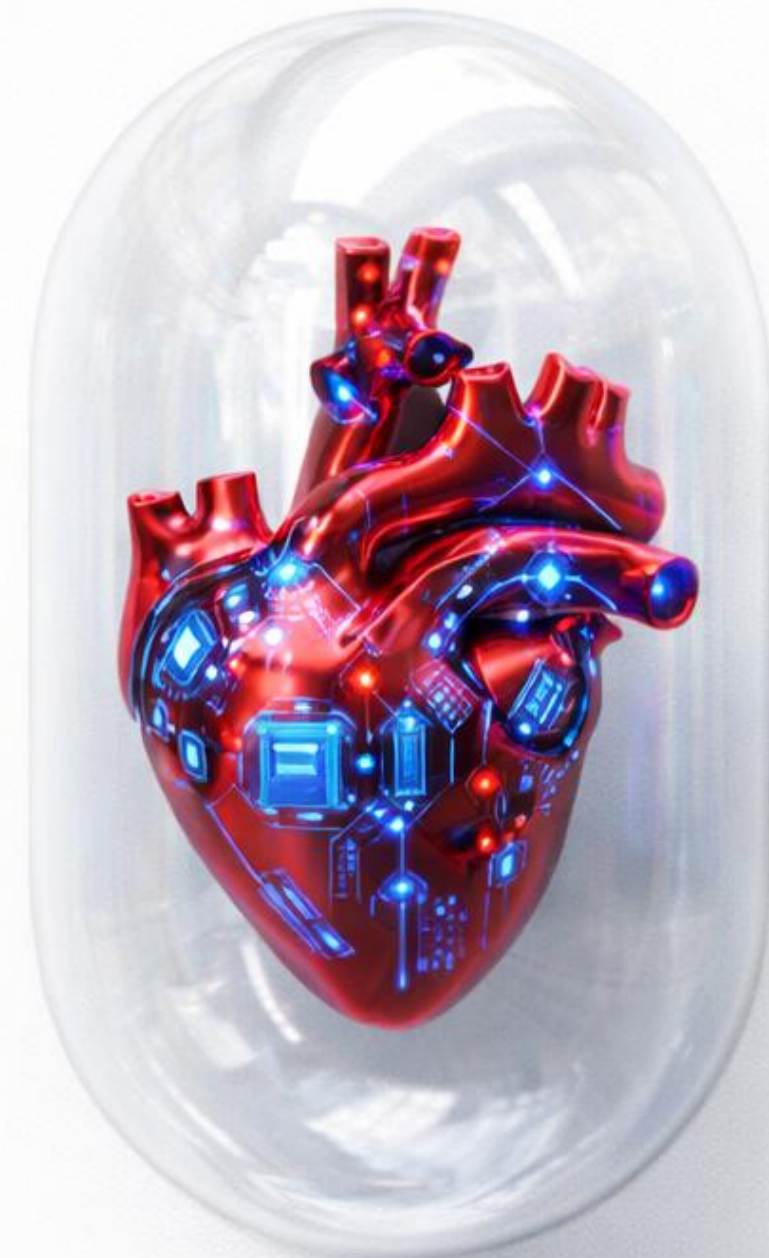
Building genuine, lasting relationships with customers is essential for loyalty and market differentiation.

### Unlock the future of customer care

Developing the skills needed to navigate digital transformation and automation in customer care.

### Turn data into meaningful insights

Using data to balance personalization and privacy while ensuring customer loyalty.



### Integrate cutting-edge technologies

Adopting AI and automation while maintaining the human touch in customer interactions.

### Turn customer feedback into strategic actions

Transforming feedback into strategic actions to drive service excellence and business growth.

### Empower your team to leverage emerging tech trends

Creating seamless multi-channel experiences that meet customers where they are and enhance service quality.

### Join a community of innovators

Collaborating with industry leaders to drive growth, share success, and stay ahead in an evolving market.

JOIN US NOW

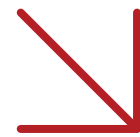


# **Customer Care** is no longer just support — **It's the Engine Driving Growth, Loyalty, and Long-term Success.**

## **Early Bird Ticket**

**370€** +VAT

before April 21<sup>st</sup>



**27 / 28 MAY**  
21<sup>st</sup> Edition  
Customer Care 21.0 **2026**



## **Standard Ticket**

**460€** +VAT

after April 22<sup>nd</sup>

Ticket fees include participation to both event days.

Reach out for group booking discounts, strategic promo, sponsoring and speaking opportunities: [alexandra.cozma@market-insiders.com](mailto:alexandra.cozma@market-insiders.com).

# 2026 BUSINESS EVENTS CALENDAR



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## PATIENT NAVICORE HUB

APRIL 2<sup>nd</sup> | up to 150 participants | 1<sup>st</sup> edition



## CREDIT & COLLECTION FORUM

April 22<sup>nd</sup> | up to 100 participants | 4<sup>th</sup> edition



## AIXPERIENCE BUSINESS SUMMIT & EXPO

MAY 7<sup>th</sup> | up to 150 participants | 1<sup>st</sup> edition



## CUSTOMER CARE CONFERENCE & EXPO

MAY 27<sup>th</sup> - 28<sup>th</sup> | up to 200 participants | 21<sup>st</sup> edition



## ROMANIAN CONTACT CENTER AWARDS

MAY 28<sup>th</sup> | up to 100 participants | 17<sup>th</sup> edition



## CARE ACADEMY AWARDS

JUNE 18<sup>th</sup> | up to 100 participants | 1<sup>st</sup> edition



## CUSTOMER EXPERIENCE FORUM

OCTOBER 7<sup>th</sup> - 8<sup>th</sup> | up to 150 participants | 12<sup>th</sup> edition



## ROMANIAN CUSTOMER EXPERIENCE AWARDS (feat. AI Impact in CX)

OCTOBER 8<sup>th</sup> | up to 100 participants | 1<sup>st</sup> edition



## FRAUD, RISK & CYBER RESILIENCE FORUM

OCTOBER 21<sup>st</sup> | up to 100 participants | 3<sup>rd</sup> edition



## ROMANIAN HEALTHCARE CONFERENCE & EXPO

NOVEMBER 5<sup>th</sup> | up to 150 participants | 4<sup>th</sup> edition

Book your conference seats by the end of February to unlock early-bird savings. **Interested in partnering with us?**

Reach out via [alexandra.cozma@market-insiders.com](mailto:alexandra.cozma@market-insiders.com) for priority access to premium sponsorship packages, strategic brand activation, speaker slots, and early access benefits.

# CExp

SHARED EXPERIENCE  
ROADSHOW

# SERIES

CX IN ACTION.  
BUSINESS INTELLIGENCE IN MOTION.



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## HEALTHCARE EDITION

**JANUARY** | up to 50 participants | Bucharest

## BANKING EDITION

**MARCH** | up to 50 participants | Cluj-Napoca

## MULTI-INDUSTRY EDITION

**MARCH** | up to 90 participants | Chişinău

## AUTOMOTIVE EDITION

**APRIL** | up to 50 participants | Bucharest

## HORECA EDITION

**APRIL** | up to 50 participants | Bucharest

## INSURANCE EDITION

**MAY** | up to 50 participants | Bucharest

## TELECOM EDITION

**JUNE** | up to 100 participants | Bucharest

TURN CUSTOMER INSIGHT  
INTO YOUR EVERY MOVE

FIND YOUR NEXT CX STOP  
ON CONFERENCE-ARENA.COM

Experience CX Leadership from the inside by going on **Exclusive Tour** at the HQs of top industry leaders. Participation is **Invitation-Only**. Reach out for custom partnership opportunities.

# HUMANS OF CUSTOMER CARE



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