



# Agenda

**Date:** Friday, 20<sup>th</sup> September 2019

**Time:** 8:30 a.m. – 4:15 p.m. (Breakfast and lunch included)

Time	Session description
08:30 – 09:30	<b>Registration &amp; Breakfast</b>
09:30 – 09:40	<b>Welcome &amp; Agenda</b> <i>Sukriti Dangl, Senior Research Associate, Forrester</i>
09:40 – 10:00	<b>Opening Note: The Blueprint For A Rapidly Changing World</b> <i>Ashutosh Sharma, VP, Research Director, Business Technologies, Forrester</i>
10:00 – 10:20	<b>What You Lose When You Don't Win At CX</b> <i>Vikram Sehgal, VP, Analytics &amp; Customer Insights, Forrester</i>  Differentiated experiences will drive success, and digital is at the heart of differentiation. Digitally savvy customers in India are growing accustomed to personalized experiences that anticipate their needs and offer what they're looking for — sometimes before they even know what that is.  Join this session to find out how and what it means to falter on the digital experiences that customers expect.
10:20 – 10:40	<b>Welcome To The Future Of Financial Services: Are You In It?</b> <i>Arnav Gupta, Analyst, Digital Business Strategy, Forrester</i>  A big shift is happening right now. The number of Indian consumers embracing innovative products, services and experiences is higher than ever before.  Join this session to understand why millennials will engage or disengage with a financial services provider today.
10:40 – 11:10	<b>CX Lessons From CX Leaders</b> <i>Amit Bhatia, Senior Analyst, Customer Experience, Forrester</i>  The session will unveil Forrester's India CX Index results for 2019, and discuss lessons from CX leaders in India and across the globe, in the FSI space.
11:10 – 11:30	<b>Morning Tea Break &amp; Networking</b>
11:30 – 11:50	<b>Keynote Presentation: Open Source Fueling Innovation</b> <i>Douglas Kennedy, Chief Technology Officer, Aegon Life</i>  This keynote presentation will explore how open source and new ways of building software has the potential to transform an organization.
11:50 – 12:20	<b>Panel Session: Changing Face Of Insurance Industry</b> <i>Douglas Kennedy, Chief Technology Officer, Aegon Life</i> <i>Francis Rodrigues, Head of Innovation, HDFC Life</i> <i>Tarun Khanna, Head of Digital, Max Bupa</i> <i>Tarun Mathur, Chief Business Officer, Policy Bazaar</i>  In this session we will talk about some of the latest disruptive forces impacting Indian insurers. The opportunities and threats emanating from such disruption and how leading insurers are tackling them.

## The Changing Face of Financial Services

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12:20 – 12:40	<p><b>The Path To Customer Obsession Is Paved With Digitized Customer Support Strategy</b>  <i>Vasupradha Srinivasan, Senior Analyst, Application Development &amp; Delivery, Forrester</i></p> <p>The commitment to a digital-first service and experience economy is obvious across the financial services space, but to truly succeed in the age of the customer, support across these channels needs to be customer-first too. This is today a white space for most organizations.</p> <p>In this session we will talk about applying and extending the journey and data driven approaches to customer support and round it up with three must-haves.</p>
12:40 – 13:30	<b>Networking Lunch</b>
13:30 – 13:50	<p><b>The Robots Are Coming: AI, Automation And Financial Services</b>  <i>Leslie Joseph, Principal Analyst, RPA &amp; Automation, Forrester</i></p> <p>The global financial services industry is betting heavily on automation technologies such as bots, intelligent agents and AI. However, not all automation initiatives have succeeded and technology is rarely the culprit. Rather, leadership, culture, governance and security tend to limit the value of such automation and AI initiatives.</p> <p>In this session we will outline the current and future state of automation in Financial Services and describe the steps successful firms are taking to realize the vision of their robotic future.</p>
13:50 – 14:10	<p><b>Keynote Presentation: Business Impact Of Digital Transformation</b>  <i>Dhananjaya Tambe, Deputy Managing Director &amp; Chief Information Officer, State Bank of India</i></p> <p>Our industry speaker will share a case study about how digital transformation has brought about the business impact at State Bank of India.</p>
14:10 – 14:20	<p><b>Payment Trends</b>  <i>Arnav Gupta, Analyst, Digital Business Strategy, Forrester</i></p>
14:20 – 14:50	<p><b>Panel Session: Future Of Payments In India</b>  <i>Upasana Taku, Cofounder, Mobikwik</i>  <i>Lalitha Natraj, Head of Mobile Banking and Payments, ICICI Bank</i>  <i>Manish Boricha, Chief Products Officer, Fino Payments Bank</i>  <i>Hemant Gala, Vice President, Banking &amp; Financial Services, PhonePe</i></p> <p>Payments, one of the first banking services to be disrupted, is still going through transformation. This panel will discuss the uniquely Indian payments landscape, consumer expectations and how do we see it evolving in next 2 to 3 years.</p>
14:50 – 15:10	<b>Afternoon Tea Break &amp; Networking</b>
15:10 – 15:30	<p><b>Marketing Trends in Financial Services: Using ABM to Drive Growth Strategically</b>  <i>Robert McKinnon, Segment Director, Financial Services, SiriusDecisions product line in Forrester</i></p> <p>This session will reveal the key trends and shifts in Financial Services Marketing based on the findings from SiriusDecisions' global CMO study. Specifically, Robert will deep dive into the Account Based Marketing (ABM) and how ABM can help Financial Services organizations to overcome challenges and drive growth.</p>
15:30 – 16:00	<b>Q&amp;A With Forrester Analysts</b>
16:00 – 16:15	<b>Closing Note</b>

*The agenda is subject to changes before the event*  
 ~ For any queries, please contact [apacmarketing@forrester.com](mailto:apacmarketing@forrester.com)