CONTACT CENTRE STRATEGIES SUMMIT

Post Event Report







February 24-25, 2026
Old Mill Toronto Hotel

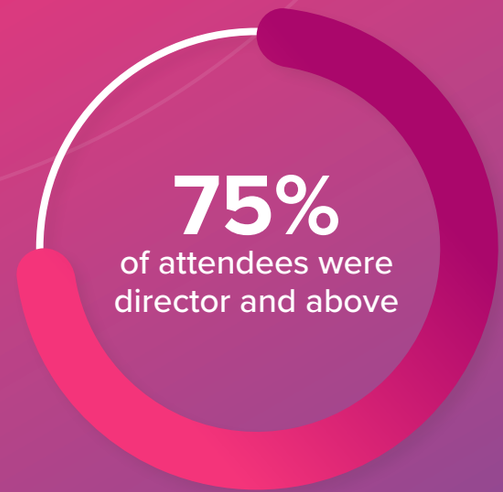
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STRATEGY INSTITUTE

Where Contact Centre and CX Leaders Shaped the Future of Human-Powered AI

Contact Centre Strategies Summit 2026 brought together Canada's most forward-thinking contact centre, CX, and workforce leaders to redefine how AI and human talent work together — and win.

Two days. The conversations that mattered most:

- Agentic AI that empowers agents instead of replacing them
- Turning the contact centre from cost centre into strategic growth engine
- Coaching cultures, workforce transformation, and cutting attrition
- Voice of Customer as a driver of action, not just measurement



Where leaders stopped talking about AI-powered CX — and started winning with it.









CCS 2026 In Numbers

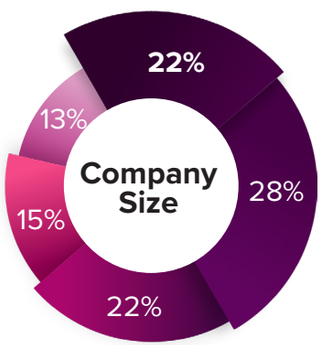
200+
On-site Attendees

30+
Speakers

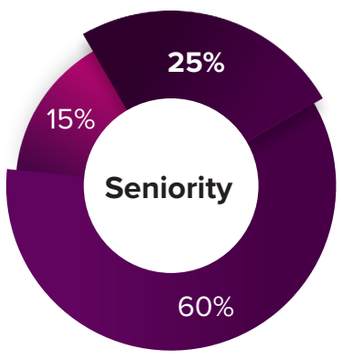
20+
Hours of Content

14+
Hours of Networking

52%
Attendees were CIOs, Treasurers, VPs, Board Chairs/Members or Directors

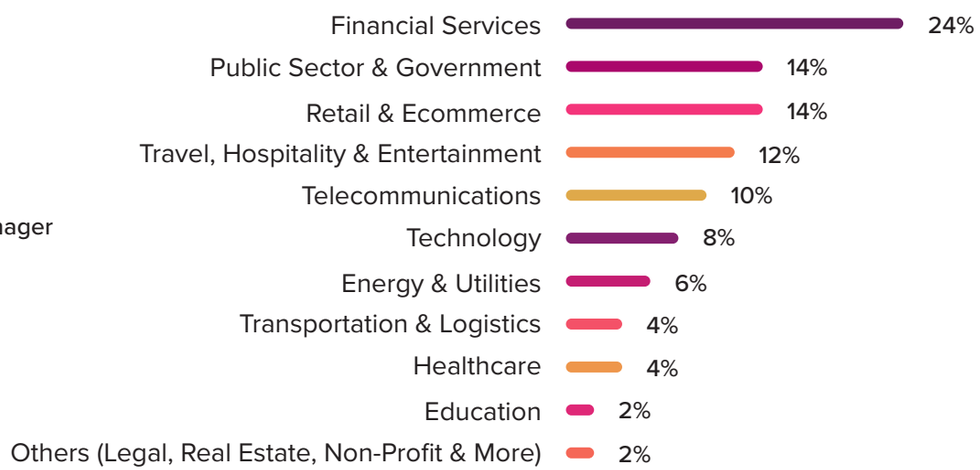


- **22% 5,000+ employees**
- 28% 1,001 – 5,000 employees
- 22% 201 – 1,000 employees
- 15% 50 – 200 employees
- 13% Under 50 employees



- **25% C-Suite/VP**
- 60% Director/Manager
- 15% CX Specialist

MARKET SEGMENTS



Hear From Our **Contact Centre Strategies Community**

Overall great event! It validated our approach at ecobee and showed us where to double down. My main takeaway was to focus on building out our systems, trust that system, and have strong guardrails for when things fail and mistakes are made. Would recommend to other CS professionals.

ecobee

Very organized event with great content and well-spoken speakers throughout.

FCT

Strong balance of strategy, vision, and operational depth. Insightful event that moved beyond surface-level AI discussions and into the realities of what it looks like inside an organization. Very satisfied overall — I'd recommend continuing the focus on practical case studies and measurable outcomes.

BILL GOSLING OUTSOURCING

Completely satisfied with the event. It helped us set up the right skillset to work through our transformation.

BMO

Insightful to understand challenges across the industry and hear about various methods teams have used, what worked and what failed. Good to see that the challenges across public and private sectors are actually quite similar.

ROM

Very satisfied with the event — good variety of speakers and experiences. I especially appreciated hearing about what went wrong, not just success stories.

FIRSTWEST CREDIT UNION

Discover, Network, Transform







Discover

Hear from the leaders redefining contact centre and CX strategy across financial services, government, retail, and beyond. Real strategies on agentic AI, workforce transformation, and operational resilience — built for where the industry is headed.

Network

Connect with senior contact centre and CX leaders from across Canada's biggest brands, institutions, and public sector organizations. Keynotes, roundtables, speed networking, and evening receptions — built for relationships beyond the conference.

Transform

Learn from the innovators redefining human-powered AI in the contact centre. From agentic AI and intelligent automation to coaching cultures and capacity planning — walk away with frameworks that move the needle on performance and workforce engagement.

2026 Themes: Advancing AI-Powered CX Strategy Through People, Performance & Trust

The summit made one thing clear: for contact centres, AI and human performance aren't a trade-off — they're engineered together. Leaders left with real frameworks to strengthen workforce engagement, scale automation responsibly, and deepen customer trust.

5 Big Trends from CCS 2026:

Agentic AI Goes Mainstream

Contact centres are moving past basic bots to agentic AI that reasons, adapts, and acts, automating low-value tasks while keeping humans in control.

01

Capacity Planning Demands Strategic Patience

Rising complexity and executive scrutiny mean more data and tools alone aren't restoring confidence — adaptive planning is replacing static forecasts.

02

The Human Edge Gets Sharper

As AI absorbs the transactional load, coaching cultures and psychological safety are becoming the real differentiators for agent performance.

03

Workforce Transformation Is a Governance Challenge

As automation and BPO models expand, human rights and accountable investigative processes matter as much as the technology.

04

Voice of Customer Moves to the Center

VoC is shifting from a measurement system to a change system, closing the loop between feedback and real action.

05

VIEW OUR CONTENT HUB →

Our Speakers

VIEW AGENDA →



Jenny Daboud
VP, Contact Centre
Canada Life



Nygel Weishar
VP, Service Enablement
CI Financial



Andree Gosselin
VP, Customer Support
ecobee



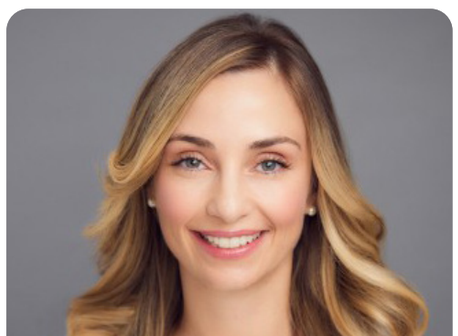
Vladys Kushchenko
Director CX
AstraZeneca



Shelly Anwyll
VP, Business Development & Member Experience
Ontario Chamber of Commerce



Lora Paglia
Chief Operating Officer
Tangerine



Danielle Seraphim
Executive Director, Head of Customer Experience Division
City of Toronto



Sandy Mann
Director
E-Comm 9-1-1



Asif Saiyed
Data Architect, Data Governance
Fidelity Investments



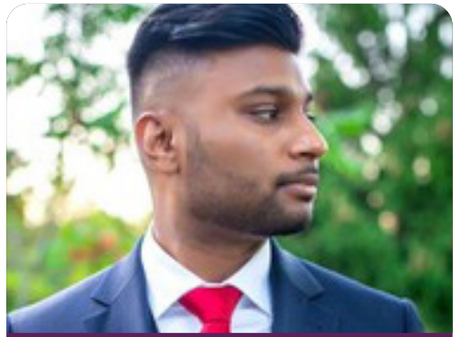
Woo Kim
Director, International Student & Scholar Services
York University

Our Speakers

VIEW AGENDA →



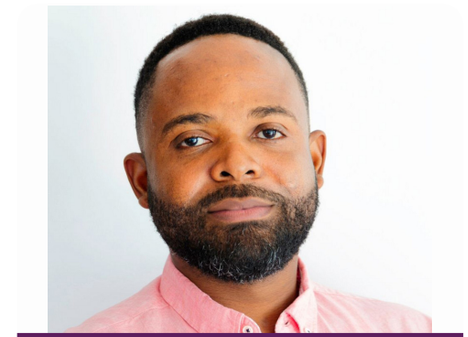
Sarah Powell-Smith
Director, Channel Operations, Customer Experience Division
City of Toronto



Anthony Herbert
Manager, Workforce Management
Porter Airlines



Arpita Bhattacharya
AVP, Contact Centre & Enterprises
Canada Life



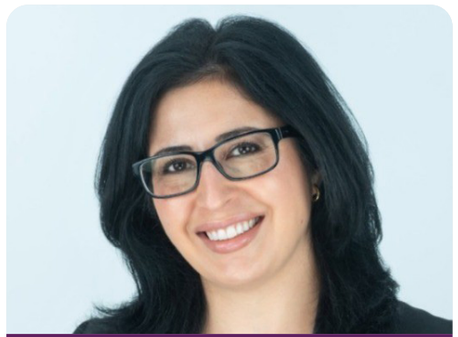
Winslow Taylor
Human Rights and Investigations
TTC



Erica Naccarato
Director, Organizational Development
goeasy



Daniela Commisso
Learning & Development Partner
ONxpress Transportation Partners



Nazanin Dormani
VP, Organizational Development
Dental Corp



Virginia Mantero
Director, Pharmacy and Healthcare Shared Services
Loblaws



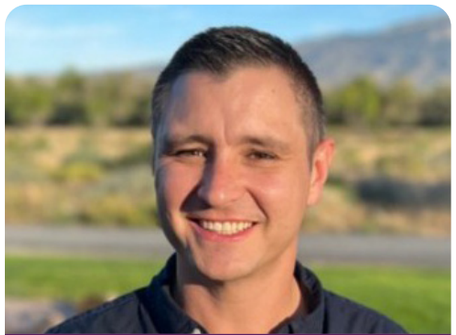
Kelly Harper
Vice President, Visitor Experience
Royal Ontario Museum



Deanna Stacey
VP, Customer Experience & Delivery
Blue Umbrella Services

Our Speakers

VIEW AGENDA →



Nate Alcorn
Lead CX Operations
ZoomInfo



Rajvinder Singh
Head of Product
Yelp

Jakovjevic
HR Council



Cheryl Tost
VP of Operations, Engagement Services
boostCX



Karen Elliott
Co-Founder/CEO
Cinareo

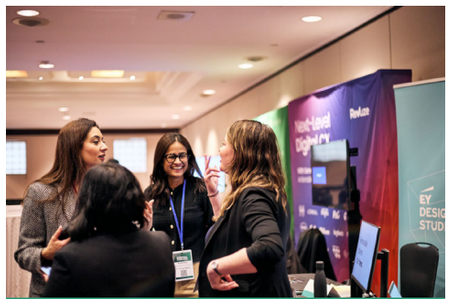


Max Black
VP Sales
ASAPP



Sean Albertson
CEO
CX4ROCKS

Activations and Experiences to Inspire and Energize



Speed Networking

High-energy, timed introductions built for quick connections — trade ideas and contacts with contact centre and CX leaders from across the sector in just minutes.



Roundtables

Focused, peer-group discussions on the topics shaping your day-to-day — from building trust in agentic AI to reducing agent turnover — tackle the challenges specific to where your contact centre is right now.



Networking Breakfast & Lunch

Relaxed breakfast and lunch gatherings both days — an easy way to start meaningful conversations with fellow contact centre and CX leaders before and between sessions.



Exhibitor Lounge

Meet one-on-one with leading solution providers, explore the latest contact centre technology and strategies, and enter to win prizes at sponsor booths throughout the day.



Evening Reception

Unwind with cocktails and conversation after Day 1 — scan your badge at exhibitor booths for a chance to win prizes, and set the stage for new connections heading into Day 2.

2026 Attending Organizations: Advancing AI-Powered CX Strategy

CCS 2026 united senior leaders from across contact centres, customer experience, and workforce operations for two days of real, actionable conversation — from agentic AI and workforce transformation to capacity planning and the balance between operational efficiency and human-centred service.

Some of the influential organizations who joined us:

- Algoma University
- American Express Global Business Travel
- AmTrust Financial Services
- Andrew Wommack Ministries Canada
- Aseman Giti
- AstraZeneca
- Bank of Montreal
- Bank of Montreal Capital Markets
- Blue Umbrella Services
- Brasa Peruvian Kitchen
- Canada Life
- Canada Post
- Canadian Automobile Association Quebec
- Foundation
- Canadian Blood Services
- Canadian Cancer Society
- Canadian Coalition for Green Health Care
- Canadian Imperial Bank of Commerce
- Canadian Imperial Bank of Commerce Capital Markets
- Canadian Premier
- Canlan Sports
- Centennial College
- Chartwell Retirement Residences
- CI Financial
- CI Global Asset Management
- City of Burlington
- City of Mississauga
- City of Toronto
- ClaimsPro
- Cogeco
- Compass Group Canada
- ConsidraCare
- Copeland
- DB Schenker
- Dentalcorp
- Dentons
- E-Comm 9-1-1
- Ecobee
- Enbridge
- Endy
- Entegrus

- Entourage Health
- Fairmont Chateau Lake Louise
- Farber Debt Solutions
- Fidelity Investments
- First Canadian Title
- First West Credit Union
- Flair Airlines
- Foresters Financial
- FP Canada
- France Canada Chamber of Commerce,
- Ontario and Manitoba
- GFL Environmental
- Girl Guides of Canada
- goeasy
- Government of Uzbekistan
- Groupe SEB
- Healthcare Employees' Pension and Benefits
- Plans Manitoba
- Heartland Farm Mutual
- HomeEquity Bank
- Humber Polytechnic
- Hyatt Hotels
- Immigration, Refugees and Citizenship
- Canada
- InnVest Hotels
- Just Lubes
- LCI Education
- Legal Aid Ontario
- Lenovo
- Lifetime Water Systems
- Loblaw
- London Honda
- Maple Leaf Sports & Entertainment
- MCAP
- Meest
- Money Mart
- NCR Financial Services
- Nestlé
- Northwest Healthcare Properties
- Novo Nordisk
- ONxpress Transportation Partners
- Ontario Chamber of Commerce
- Ontario Lottery and Gaming
- Ontario Securities Commission
- Pep Boys
- Perkopolis
- Pet Valu
- Porter Airlines
- Pratt & Whitney
- Prestige Travel Group
- Pursuit Collection
- QuadReal Property Group
- Real Food For Real Kids
- Recipe Unlimited
- Renaissance Group
- Royal Ontario Museum
- Saint John Energy
- Scene+
- Securian Financial
- Seneca Polytechnic
- Sharp Electronics of Canada
- State Bank of India Canada
- Sunwing

- Supply Chain Canada Association
- Tangerine
- The Globe and Mail
- The Home Depot
- Toronto Blue Jays
- Toronto Transit Commission
- Toronto-Dominion Bank
- Trelleborg Sealing Solutions
- Trioworld North America
- Up-Lifted
- Votorantim Cimentos North America
- Wasteco
- WorkSafe New Brunswick
- World Financial Group
- York University
- ZF Group

Our Sponsors

Connect with the organizations shaping the future of institutional investing and impact-driven financial strategies.

These sponsors play a pivotal role in advancing portfolio performance, enabling innovative investment approaches, and fostering collaboration across Canada's foundation, endowment, and not-for-profit sectors. By supporting forward-thinking solutions and driving responsible growth, they empower institutions to maximize returns, manage risk, and create lasting social and financial impact.

Five9

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AGILITY1 CX
When Every Interaction Matters

flow

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HOW TO REGISTER?

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FULL TWO-DAY ACCESS:
Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables, and one week of pre-event networking via our dedicated platform.

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Connect and build valuable relationships with our audience of thought leaders.

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Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location.

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Form lasting business partnerships, test drive the latest solutions, and gather exclusive content from industry-leading experts.

SPEAKER PRESENTATIONS:
Take home PowerPoints and white papers addressing your biggest challenges.

ON-DEMAND ACCESS:
Conveniently rewatch any session for up to 3 months after the event.

SPRING 2027 PRE-SALE EXPIRES ON OCTOBER 2, 2026	**$895**
GROUPS OF 5	**$4,000**

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Contact:

James Mason
Delegate Registration Manager
Email: James.M@strategyinstitute.com

GROUP RATES

Enhance your team collaboration, ROI, and industry presence with our existing group discounts for groups of 5+.

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Email: James.M@strategyinstitute.com

2nd Annual CXS '27 CONTACT CENTRE STRATEGIES SUMMIT

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