

# Service Summit Leaders 2026

## Day Two

June 12th, 2026 MAIN STAGE

**MAIN STAGE** **09:00 Arrival**

**MAIN STAGE** **09:05 Welcome**

 PRESENTATION

**MAIN STAGE** **09:15 Future-Proof CX: How Customer Experience Officers Can Prepare for Upcoming Challenges**

 PRESENTATION

Delivery delays, failed system rollouts, market disruptions – many organizations are all too familiar with this kind of permanent crisis. When processes falter, leadership fails, and motivation dwindles, it quickly becomes clear whether real leadership is being practiced – or whether it's just "leadershit": responsibility ping-pong, lack of presence, and self-imposed limitations.

This talk isn't about textbook theories. It's about real-life experiences from the business world. With honesty, clarity, and a dose of self-irony, we share how we navigated difficult periods over the course of several years – and what we ultimately learned about what true leadership really means in challenging times.



**Marcus Nessler**  
*Samsung Electronics*

**MAIN STAGE** **09:45 Masterclass 4**

 PRESENTATION

We are offering an exclusive masterclass for a more intensive examination of selected topics. The thematic focus will be announced shortly and promises in-depth analysis and practical insights. The masterclass offers a unique opportunity to exchange ideas with experts and like-minded people in a smaller, interactive setting.

**MAIN STAGE** **10:05 Match-Making**

Time for networking! Exchange ideas outside the presentations and make new contacts with visitors.

**MAIN STAGE** **11:30 Workshops**

 PANEL

DISCUSSION

Several workshops will be held in parallel to explore various topics in greater depth. Practical topics will be developed in small groups. Participants will gain valuable ideas and solutions that they can implement directly in their day-to-day work.

**MAIN STAGE** **12:00 Lunch**

## MAIN STAGE

 PRESENTATION

### 13:00 Change begins with leadership - How we successfully shape change processes

Change is not a one-off event, but a continuous process - and it always starts at the top. In this keynote, we will shed light on why successful change processes depend largely on leadership and how managers can act as drivers of change.

You will learn:

- Why change doesn't work without leadership
- What role mindset, communication and role model function play
- How to recognize resistance and transform it into positive energy
- Why customer centricity and digitalization are key to sustainable success

With practical examples and concrete strategies, you will receive valuable impulses to actively shape change processes in your company - courageously, clearly and with real added value for your team and your customers.



**Madeleine Friedrich**

*mkk - meine  
krankenkasse*

## MAIN STAGE

 PANEL  
DISCUSSION

### 13:30 Artificial intelligence in customer service

In today's technology-driven world, Artificial Intelligence (AI) is increasingly becoming the key to transforming customer service and experience. In this panel, industry experts will discuss how AI-powered solutions can help increase efficiency, improve customer satisfaction and create personalized experiences



**Sven Linkenbach**

*SIGNAL IDUNA Gruppe*



**André Siebert**

*Lufthansa Technik*

*Host*



**Andreas Kollmitz**

*CommuniGate  
Kommunikationsservice*