

Ben Farrell

AI keynote speaker.

Author of *Designing AI Conversations at Scale*. AI and CX strategist with 20+ years in conversational AI and contact centres across APJC.

SYDNEY, AUSTRALIA • SPEAKING ACROSS APJC



BRANDS BEN HAS WORKED WITH

Apple • Microsoft • FedEx • ANZ • CommBank • Telstra • Optus • Medibank • IAG • Jetstar •
Lexus • Australia Post • NRMA • Department of Home Affairs

ABOUT BEN

*"AI inherits the environment it is deployed into.
Readiness is not a project phase. It is the project."*

Ben Farrell is a Sydney-based AI keynote speaker, author, and CX strategist. For more than two decades he has designed and led AI-powered customer conversations for some of the largest and most influential brands in the world, across banking, insurance, airlines, telco, retail, technology, and government.

His keynotes show leadership teams what AI in CX actually requires, and what most get wrong before they choose a vendor. Every talk is tailored to the room.

KEYNOTE TOPICS

The Six Patterns: *Why Most AI in CX Underperforms*

The six behavioural patterns behind most AI decisions in CX, and what it takes to shift.

45 TO 60 MIN • INTERACTIVE VERSION

AI Does Not Fail in Isolation. *It Inherits the System Around It.*

The operating model, design, and governance decisions made before a model is chosen.

30 TO 60 MIN • EXECUTIVES, BOARD

From First Touch to Lasting Loyalty: *CX Reimagined with AI* AI as a loyalty and revenue lever, not just a cost reduction tool.

30 TO 45 MIN • COMMERCIAL, CUSTOMER STRATEGY

Designing for Responsibility: *AI, Trust, and the Customer*

What responsible AI in CX requires, from conversation design to governance.

45 TO 60 MIN • LEADERSHIP, RISK, DESIGN

Autonomy in CX: *"The System Decided" Is Not an Acceptable Answer*

Agentic AI as a transfer of responsibility, and what to get right before agents act for customers.

45 TO 60 MIN • BOARD BRIEFING VERSION

RECENT AND UPCOMING STAGES

World Business Forum • Sydney • Nov 2026 • Panel

Activeo & Cisco • Singapore • Nov 2026 •
Roundtable

Cisco • Sydney • Oct 2026 • Keynote

Salesforce Agentforce World Tour • ICC Sydney •
Keynote

Cisco x ECS • Seoul • Keynote

Make It Real • Marina Bay Sands, Singapore •
Keynote

CX Showcase, Customer Science • Sydney • Panel

Cisco Live • Melbourne • Keynote

CCAS Symposium • Singapore • Keynote

FORMATS

Keynote • 30 to 60 min

Panel or moderation • 45 to 90 min

Executive roundtable • Facilitated discussion

Board briefing • 60 to 90 min

Executive workshop • Half or full day

THE BOOK

Designing AI Conversations at Scale is a practitioner's guide to the architecture of AI-powered customer conversations: design, governance, escalation, and measurement.