

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 · OCBC · DBS · Telstra · Optus · StarHub ·
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 started on the frontline, not in a boardroom. Having studied psychology, he has spent his career on one question: what do people actually need in the moments that matter? He has worked it out everywhere from the Triple Zero police emergency contact centre (he even joined the force, serving two years as a constable) to AppleCare at Apple, where premium customers expect everything to just work.

Much of his career has been spent across Asia, particularly India and the Philippines, including two years living in Manila running a BPO contact centre. He has scaled customer experience across continents and cultures, and designed AI-powered customer conversations used by millions for some of the world's largest and most influential brands. If you have chatted with your bank, rebooked a flight, or chased a parcel, there's a good chance the experience on the other end had Ben's fingerprints on it.

His view is simple: customer experience is cognitive and emotional work, not information delivery. AI is most dangerous not when it fails obviously, but when it fails persuasively. So his focus is not the model, but the environment it has to survive in: the journeys, the data, the operating model, the governance, and the people making the calls.

On stage, Ben makes AI simple without making it shallow. No hype, no vendor pitch. Leadership teams walk out knowing what AI actually requires, what most organisations get wrong before they choose a vendor, and what to do on Monday. Every talk is built for the room.

Based in Sydney. Shaped by Asia. Speaking globally.

SUGGESTED FORMATS

Keynote · 30 to 60 min · **Panel or moderation** · 45 to 90 min
Executive roundtable · **Board briefing** · 60 to 90 min
Executive workshop · Half or full day

CATEGORIES

Technology & Innovation · Future of Work ·
Leadership · Change · Business ·
Communication & Influence

EXAMPLE TOPICS

AI Inherits the Environment It Is Deployed Into

Why AI success depends less on the model and more on the operating model, data, governance and people around it, and what leaders must fix first.

Augment, Don't Replicate: Leading People Through AI

Why people resist AI that replicates what they are proud of, and fight to keep AI that makes them sharper. What to automate, what to augment and what to protect, and how leaders bring their people with them.

Why Most AI Underperforms: The Six Patterns

The six behavioural patterns behind most AI investment decisions, drawn from two decades of real deployments, and how to break them.

"The System Decided" Is Not an Answer: Leading in the Age of Agentic AI

As AI starts acting for customers and staff, accountability does not transfer with it. What boards and executives must get right on trust, responsibility and governance.

The Answerable Organisation: CX Reimagined with AI

AI should not just answer customer questions. It should make the whole business more answerable, and turn CX into a lever for loyalty and revenue, not just cost.

What Customers Remember: The Psychology of Great Service

Customers don't remember your process. They remember how it felt. What people need in the moments that matter, and how humans and AI deliver it together.