

Session: How to Turn Client Empathy into Money: A Closeup on CX in Legal



Steven Keith, CX Transformation Advisor, Founder of CX Pilots

Steven Keith is an internationally recognized expert and keynote speaker for customer experience in professional services firms. He works with companies in the Fortune 10 as well as the Fortune 10,000 by helping them transform their strategies and operations to become more systematically empathetic to their internal and external customers. As the architect of dozens of organizational transformations in the PSF sector, Steven's passion is to advise and support firm CX leaders who are aggressively seeking differentiated market-leading positions by embedding strategic CX into their firm cultures.



Madina Aylen, Director, Legal Experience, CX Pilots

As part of her role as the Legal Experience Director, Madina helps law firms with people-centric change initiatives to improve client retention, loyalty and differentiation. Having served as the Director of Business Development for a top-200 Global law firm, she has honed her skills in strategic planning, client relationship management, and global CX project leadership in law firms. As a seasoned business development and CX consultant across sectors and geographies, Madina brings a unique and multidisciplinary perspective to her work. She holds an Executive MBA from Saïd Business School, University of Oxford, and a master's degree in international relations from l'Ecole des Hautes Études Internationales de Paris.