

Extending the Reach of the CXA Conference with Metaverse Hub

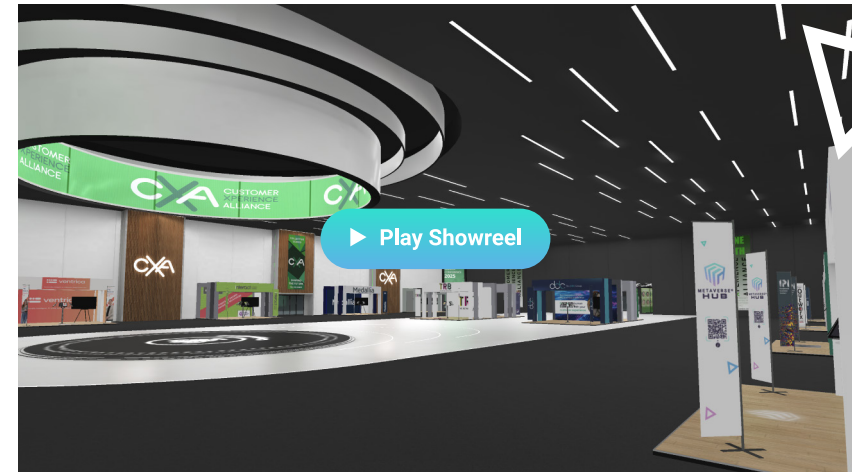
Background

The CXA (Customer Xperience Alliance) is a vibrant community of professionals shaping the future of customer experience. With a free membership model for brands, they bring together a dynamic network of CX experts, BPO providers, and technology partners to share ideas, innovate, and push the boundaries of what's possible in the world of CX.



Challenge

In 2025, Customer Xperience Alliance launched their inaugural conference. Initially designed as an in-person-only event, the team sought to enhance the experience, differentiate the event as a trailblazer, and provide greater value to sponsors, exhibitors, and attendees. The goal was to go beyond the limitations of a two-day physical event and create something that could extend their reach and amplify impact.



Solution

To meet this challenge, Customer Xperience Alliance partnered with Metaverse Hub to develop a secure, immersive 3D digital environment that would bring the energy of the in-person event into a virtual space.

The custom-built environment mirrored the physical exhibition space, allowing visitors to explore recreated exhibitor stands at their own pace. Each stand included rich media, such as PDFs and videos, as well as external links, giving users the flexibility to explore each organisation's offer at their own pace from anywhere in the world. A virtual cinema screen and links via virtual tablets gave access to all of the day's seminars on demand, allowing attendees to catch up on sessions they may have missed or revisit key insights.

While the immersive environment remained live for three weeks post-event, real-time chat functionality was enabled on the conference days to encourage live networking and direct engagement with exhibitors and other attendees, creating a seamless hybrid experience.

Results

The response from sponsors and exhibitors was overwhelmingly positive, with many praising the immersive environment for its ability to bring their presence to life online. By extending the event beyond the physical space and timeframe, Customer Xperience Alliance was able to increase content engagement, attract additional viewers, and offer an extended promotional window for both sponsors and speakers.

The platform not only enhanced the visitor experience but also delivered measurable value to partners by transforming a two-day event into a three-week opportunity for exposure, networking, and knowledge sharing.

Testimonial

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The team at Metaverse Hub have been really easy to work with and helped us with a lot of the heavy lifting to get the environment up and running on time for the event. Their support has enabled us to deliver a seamless experience for our sponsors and visitors. It's been great to see the positive feedback and has been a fun and innovative way to keep the conference live for longer, helping to reach more of our target audience and add value for our sponsors.

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Catrin Crosby

Marketing and Events Director, Customer Xperience Alliance



Interested?

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