

The Contact Centres Conference Programme

08.30 Registration, Morning Coffee & Objective Setting



09.00 GIC Welcome and Interactive Voting Introduction

09.10 Morning Chairs' Opening Remarks

Dinesh Ramanan
Delivery Director, Head of IT –
Digital & Customer Experience
Formerly Thames Water



CUSTOMER EXPERIENCE HUMAN TOUCH - KEYNOTE

09.20 **Personal, Memorable Customer-Centred Experiences Which Provide That Crucial Human Touch: Make It Easy For Consumers To Achieve Their Desired Outcomes**

- In a world which is fast transforming into a digital mine field, how can we truly deliver that human touch front-end in cases where it's needed the most?
- How can we really drive customer success without boosting volume of calls and exceeding budget?
- Fulfil increasing customer expectations of doing less and obtaining more by optimising your self-service, out of hours webchat and omni-channel experience
- Avoid beige, painful customer experiences and build effortless experiences: with
- phone queries becoming more complex, how can we excel in customer service, cut queues and drive satisfaction?

Ian Grainger
Head of Telephony Support
Bupa UK Insurance



CONTACT CENTRE TRANSFORMATION & TECHNOLOGY

09.40 Next-Generation Contact Centre – The Essential Link Between Enhanced Customer Experience & Digital Deflection

Foundational elements for getting there:

- People - multi-skilled staff, training and business change
- Process - work queues, scheduling, forecasting
- Technology - from staff planning (workforce management), telephony & IVR, cross-channel integration, self-service, chatbots, voice-bots to automation and much more!

Dinesh Ramanan
Delivery Director, Head of IT –Digital & Customer Experience
Formerly Thames Water



SELF-SERVE, AUTOMATION & CHATBOTS – THOUGHT LEADERS PANEL

10.00 Give Your Service Model An Efficiency Makeover With The Hottest, Affordable Automation & Self-Serve Technological Advances For Next-Generation Customer Service

- Enable and encourage the use of self-serve, so customers are able to resolve issues with ease, 24/7 to reduce your call volume and prioritise complex calls
- Drive efficiency, reduce resourcing and give more to your customer with cost-saving technologies
- With tech becoming increasingly prevalent, how can we make sure we still offer outstanding human support for exceptional cases? How can we optimise this omni-channel technological and human experience without blowing the budget
- From C-Suite to customer representatives, win engagement from the workforce and train staff to be customer heroes alongside exciting new technological advances

Natalia Konstantinova
Lead Software Engineer
Shell Energy



Shell
ENERGY

Lindsay Mitchell
Customer Engagement Director
Philips UK&I



HOT N COLD: WHY YOUR CUSTOMERS DON'T LOVE YOU (& HOW YOUR WORDS CAN CHANGE THAT)

10.20 We'll Talk About How Language Can Shape Your Customer Relationships Across Every Contact & Share Some Tips To Make Your Words More Effective On Every Channel

Emma Keens
Senior Consultant
The Writer

TheWriter™

10.35

Refreshment Break With Informal Networking



CUSTOMER EXPERIENCE & JOURNEYS – PANEL DISCUSSION

11.15

Thought Leaders Discuss Leading Strategies In Driving Contact Centre Excellence

Dinesh Ramanan
Delivery Director, Head of IT –
Digital & Customer Experience
Formerly Thames Water

Kevin Morley
Deputy Director - Customer Service
Crown Commercial Service

Claire Carroll
Head of Member & Customer Services
The Co-operative Group



Crown
Commercial
Service



HOW TO PROVIDE AN OMNICHANNEL AI CUSTOMER SERVICE EXPERIENCE

11.45

Today's Contact Centres are going through a period of rapid transformation, evolving into 'Interactive Response Centres' needing to support an increasing number of customer service enquiries over a range of new communications channels. The Contact Centre today are the customer engagement frontline of any enterprise organisations.

However, to deliver a differentiated customer service experience to today's digital savvy consumers, Contact Centres must untangle a set of complex and siloed technologies, integrate new communication channels and utilise AI and automation technology that can work in tandem with the customer service agents to help improve agent performance and response times.

In this presentation Dan Garner, VP Solution Architecture will outline how Contact Centres can solve the AI customer service conundrum and enable the path to a centralised and intelligent approach to enterprise customer communications, with minimal risk.

Dan Garner
VP Solution Architecture
IMImobile



EXPECTATIONS, INSIGHT & CHANGING CUSTOMER BEHAVIOURS

12.00 **Chat, Tap, Talk: Insights To Shape The Future Of The Contact Centre**

Based on 7 years of global research from 10 countries around the world, this session will investigate the key trends driving consumer behaviour and how innovation can help customers "chat, tap and talk". It looks at why customers want an easy life, what happens when the smartphone is their window on the world, why we use the channels we use (and which channels are rising and falling in preference), what the role of chatbots are and why data needs to be leveraged as the new currency in a "me"-conomy.

Dr Nicola Millard
Head of Customer Insight & Futures

BT



12.30 MORNING ROUNDUP & LUNCHTIME ANNOUNCEMENTS

12.40 LUNCH FOR DELEGATES, SPEAKERS & PARTNERS



INFORMAL PEER-TO-PEER DISCUSSIONS

13.10

A) Contact Centre Transformation

B) Forecasting

C) Vulnerable Customers

D) Improving Efficiencies

E) Motivating During Volume Spikes

Afternoon Chair's Opening Remarks

13.40 Andrew Ward
Head of Digital Customer Experience
British Gas Business



TRAIN, MOTIVATE, RETAIN

13.50 Happy Staff Make For Happy Customers – But How Can We Transform Culture & Engage, Train & Retain Our Workforce Effectively?

- 'If you look after your staff, you look after your customers': in a sector notorious for staff turnover and attrition, how can we really engage, train and retain our frontline staff to create a centre of excellence?
- With wellbeing climbing everyone's priority lists, how can you create a positive, nurturing culture in your contact centre where reps can really grow rather than being scripted and robotic?
- Measure the exciting impact empowering staff has on customer experience and the bottom line
- As self-service and automation is being introduced, how can we upskill and deliver that outstanding human interaction, whilst making our staff feel equipped and supported?

Kevin Morley
Deputy Director - Customer Service
Crown Commercial Service



EMPLOYEE & CUSTOMER EXPERIENCES

14.10 National Grid Case Study

Clare Naunton
Customer & Stakeholder Experience
Programme Director
National Grid



BOOSTING YOUR CONTACT CENTRE'S PERFORMANCE WITH KRYON AUTOMATION SUITE

14.40 Hear Why Intelligent Robotic Process Automation (iRPA) Enables True Digital Transformation & How Today's Contact Centres Are Using RPA Powered By AI To Transform Their Business As Well As Practical Tips For Starting Your Automation Journey

- Automation is the one innovation and operational efficiency significantly impacting the nature of business by enabling true digital transformation. You are no doubt encountering many challenges in your digital journey: how to improve customer experience, reduce costs, increase employee efficiency, and drive revenue.
- Automation is your tool for this business revolution.
- For many, the biggest struggle is how to get started with RPA (Robotic Process Automation): Which processes are best suited for automation? Which processes are the most valuable to automate? How to discover the right processes quickly, saving time and money?

Darius Heisig
GM EMEA
Kryon



MEASURING CUSTOMER ENGAGEMENT & FEEDBACK

14.55 Delegate Crowdsourcing & Benchmarking

Please refer to your handout for benchmarking and discussion points

THE SCIENCE BEHIND CUSTOMER EXPERIENCE

15.20 The Key To Effortless Conversations With Customers

- All humans, including your customers, have behavioural biases and irrational decision making
- Learn how our brains sometimes jump to conclusions, how your customers make decisions and how you can 'nudge' people to change their behaviour
- Be inspired by how Cowry have applied these learnings from Behavioural Science in contact centres to structure better conversations, and improve customer and company outcomes

Ziba Goddard
Head of Core Consulting
Cowry Consulting

CowryConsulting

15.35 Afternoon Refreshment Break With Informal Networking



SERVICE DESIGN

16.05 Inclusive & Customer-Centric Service Design

- Why a truly inclusive experience makes sense for your brand, customers and sustainable profitability
- Futureproof your organisation by designing services that meet your customers' needs now and tomorrow
- Abolish pain points for outstanding service and seamless, omni-channel experience that works for all customers
- Utilise customer data to measure and leverage crucial customer insights
- Harness innovation that will make our customers' lives easier, drive loyalty and propensity to recommend your products and services

Jamie Dormandy
Head of Customer Service
RNIB

R N I B

See differently

FORECASTING, DATA & MEASUREMENT

16.30 Co-operative Group Case Study

- How do we forecast demand into the CSC (Co-op Service Centre) and anticipate uplifts?
- How do we aid efficiencies across the operation?
- Servicing our Colleagues, Customers and Members: Prioritisation of contacts
- Resource planning and operational working relationships

Jane McCall
Co-op Service Centre Programme Director
The Co-operative Group



16.55 Chair's Closing Remarks

17.00 Official Close Of Conference