



A One-Day, Brand-Led Conference & Networking Event, Virtual or Central London, 4th November 2021

Drive Customer Results & Outstanding Experiences & Performance Both Remotely & Centre-Based With The Latest Tech & Automation Efficiencies For **Next-Generation, Customer-Focused Contact Centres**

Guarantee Exceptional Customer Experiences, Effortless Omni-Channel Journeys & Organisational Efficiencies With The Latest, Affordable Tech, AI, Automation & Chatbot Advances Whilst Always Retaining The Human Touch With A Motivated, Hybrid Workforce Who Respond To The Customer's Voice For Above-&Beyond Customer Service

Virtual or London. **You Choose!**

VOLKSWAGEN
GROUP UNITED KINGDOM LTD

Adam Axelrod-Harash
Head of Customer Service Operations

Volkswagen Group UK Ltd

ASDA

Jo Garland
Senior Manager, Customer Support

Asda

UBS

Henriette Jehnert
Global Head of Multichannel Contact Center Services

UBS

Thames Water

Priya Hunt
Head of Customer Experience Design

Thames Water

Virgin media O2

Nicola Harris
Head of Customer Journeys

Virgin Media O2

Fidelity INTERNATIONAL

Helena Cooney
Head of UK Client Services

Fidelity International

Bupa

Mark Davies
Customer Contact Director

Bupa UK

co op

Claire Carroll
Head of Sales & Service

The Co-operative Group

MISSGUIDED

Ian Webber-Rostron
Head of Customer Care

Missguided

LIVERPOOL FOOTBALL CLUB

Alex Hawkins
Senior Associate, Systems Efficiency

Liverpool Football Club

vanarama

Dan Eddie
Customer Experience Director

Vanarama

ella's kitchen

Rebecca Powell
Runs Keeping Families Happy (Head of Customer Care)

Ellas Kitchen

openreach

Beverley Hullock
Senior Manager, Service Improvement & Solution Architecture

Openreach

first direct

Alison Jaap
Customer Director

First Direct

Hertz

Chris Diviney
Sr Director CX, Global Customer Care

Hertz

Cox & Cox

Audrey Huot
Head of Customer Experience

Cox & Cox

SKIPTON BUILDING SOCIETY
Since 1853

Mark Elliott
Head of Distribution Planning & Strategy

Skipton Building Society

Good mix of topics and industries.

Canada Life
(Previous CX Attendee)

17 Brand-Side Speakers **1 Affordable Day**

- 1 Experience-Boosting, Human-Centred New Technologies:** New tech to create positive experiences without losing that human connection
- 2 Drive Remote & Hybrid Contact Centre Performance:** Mitigate risks around remote and hybrid models and embrace fit-for-the-future service delivery
- 3 Seamless End-To-End Customer Journeys:** Boost conversions and remove pain points to ensure smooth customer journeys across both online and offline channels
- 4 VOC & Changing Customer Expectations:** Understand changing customer behaviours and feedback and truly hear their voice throughout your contact centre
- 5 New Tech, AI, Self Serve & Chatbot Innovations:** Demonstrably boost performance and maximise the impact of tech innovations on your customer service
- 6 Future-Proofed, Omni-Channel Mix Strategies:** Find the crucial mix of customer contact channels today to deliver exceptional joined-up experiences
- 7 Powerful & Engaging Colleague Experiences:** Create internal cultures that inspire and motivate agents to amaze customers time after time
- 8 Attract, Engage, Retain Agents In A Post-Pandemic New Reality:** Motivate agents both in the contact centre and remotely to provide effective, brand-boosting customer service
- 9 Optimise Operational Efficiencies:** Make the most of what you have to cut costs whilst maintaining gold-standard service delivery

PLUS!

- New, Interactive & Refreshed Agenda
- 20 Brand-Side Speakers
- 3 In-Depth Panel Discussions
 - o Remote & Hybrid Contact Centres
 - o New Tech, AI, Self-Serve & Chatbots
 - o Colleague & Customer Experience

Organised By:

08.30 Registration, Informal Networking & GIC
 Opening Remarks

09.00 **Morning Chair's Opening Remarks**

 Alison Jaap
 Customer Director
first direct

first direct

Chair's
 Remarks

CUSTOMER-CENTRIC NEW TECH

09.10 **Harness The Latest Tech Advances In AI & Automation To Deliver Real Impact To The Business & Stand-Out Customer Experience**

- Identify where new tech is needed within the organisation to best serve customers' needs and improve efficiencies – without breaking the bank!
- Where are tech advancements moving faster than our customers? Identify customers and customers situations that require that person-to-person interaction
- Understand the crucial moments your customer expects the human touch and empower agents to provide best-in-class customer services at these moments
- Ensure agents and customers are fully prepared for technology changes, and remove pain points from the customer journey before they occur
- AI, automation and chatbots... where has it worked well with good customer satisfaction metrics?

 Adam Axelrod-Harash
 Head of Customer Service Operations
Volkswagen Group UK Ltd

VOLKSWAGEN
 GROUP UNITED KINGDOM LTD

REMOTE CONTACT CENTRES

09.30 **Engage & Manage Agents Effectively During Remote Working To Ensure A Consistently High Level Of Customer Service**

Q&A

- What key technologies have been crucial during the pandemic to ensure the success of remote working in contact centres?
- Back to the office? WFH? Hybrid Models? What does the future look like for contact centres to ensure both customer success and agent retention?
- How can agents be supported effectively working from home to both drive performance and employee wellbeing?

PANEL

- Solidify data security with remote working and secure peace of mind for both customers and the business
- Keep a close eye on remote agent performance while maintaining trust and autonomy
- Broadband, distractions, space... what are the hurdles to smooth WFH operations and how does that impact your workforce policies?

 Jo Garland
 Senior Manager, Customer Support
Asda

ASDA

 Alex Hawkins
 Senior Associate, Systems Efficiency
Liverpool Football Club



SEAMLESS CUSTOMER JOURNEYS

10.05 **Join Up The Dots Of Your Customer's Journey Across Multiple Channels To Reduce Pain Points, Resolve Customer Needs & Ensure Streamlined Experiences**

- How can customer data be leveraged effectively to offer a more proactive customer services and remove pain points from customer journeys?
- Apply successful customer journey mapping strategies to understand your customers experience and provide consistent and reliable service across your channel mix
- Balance automation advances with that personal touch: insights into customer journeys that need human interaction to provide reassurance, swift resolution and above-and-beyond CX

 Nicola Harris
 Head of Customer Journeys
Virgin Media O2



10.25 Morning Refreshment Break With Informal Networking

VOICE OF THE CUSTOMER & CONTINUOUS IMPROVEMENT

DOUBLE
 PERSPECTIVE

10.55 **Keep Pace With Customers' Rapidly Changing Expectations & Ensure The Voice Of The Customer Is Being Heard In Your Organisation To Inform Operations & Future Strategies**

- With the pandemic changing both customer expectations and demands, how can we leverage data and feedback to ensure the voice of the customer is being truly heard and actioned?
- How can memorable experiences inspire brand loyalty and create long-term customer relationships?
- The customer's voice can be heard further than the contact centre! From social media feedback to review sites, how can we become solutions-focused and mitigate any brand reputational damage?

10.55  Ian Webber-Rostron
 Head of Customer Care
Missguided

MISSGUIDED

11.15  Henriette Jehnert
 Global Head of Multichannel Contact Center Services
UBS



11.35 Bonus Session; Reserved For Exclusive Conference Partner

NEW TECH, AI & CHATBOTS

PANEL

12.05 **Savvy Tech Application That Makes A Tangible Impact On Customer Outcomes, Colleague Experience & Contact Centre Efficiencies**

Q&A

- Advances in AI and chatbots have come on leaps and bounds in recent years, but where are the most effective areas for business to invest to ensure improved customer experience?
- Cyber, data, cloud... with new tech comes new security vulnerabilities! How can we ensure airtight customer data safety with these advances?
- Delve deeper into the data on how your customers interact with new tech and ensure you are removing pain point for customers, not adding them
- Set out metrics to accurately benchmark tech performance post-implementation to ensure customer needs are met, agents are productive and overall targets are being met

 Chris Diviney
 Sr Director CX, Global Customer Care
Hertz



12.35 **Morning Chair's Closing Remarks**

 Alison Jaap
 Customer Director
first direct

first direct

Chair's
 Remarks

12.40 Lunch For Delegates, Speakers & Partners

13.40 Afternoon Chair's Opening Remarks



Mark Davies
Customer Contact Director

Bupa UK



Chair's
Remarks

FUTURE-PROOFED CHANNEL MIX STRATEGIES

13.50 Develop & Invest In The Key Channels For Your Contact Centre To Optimise Customer Journeys Deliver Exceptional Joined-Up Experiences

- From phone to webchat to email, determine the channels to prioritise in your contact centre to offer customers the choice they truly want
- Understand the needs of different customer segments and effectively target your channel strategy to your customer base
- Ensure you're not overlooking the digitally challenged in this digital world! Decipher where extra investment is worth every penny for vulnerable customers and more serious cases
- The pandemic has helped customers naturally move towards self-service, but how can businesses help these behaviours become embedded in the long-term?



Mark Elliott
Head of Distribution Planning & Strategy

Skipton Building Society



14.10 Bonus Session; Reserved For Exclusive Conference Partner

COLLEAGUE & CUSTOMER

PANEL

14.40 Develop Engaging & Motivating Internal Cultures To Inspire Agents To Put Customers At The Heart Of Everything They Do Service

Q&A

- Inspire customer-centricity with robust employee engagement throughout your contact centre to develop agents that deliver best-in-class customer experiences time after time
- Give agents agency! When can agents go "off script" to best support customers?
- What technologies truly get the best out of agents and enable them to provide memorable customer experiences call after call?
- Measure the impact your staff engagement strategies are having on customer experience and demonstrate the value this is having on the bottom line

- What methods and training best help agents empathise with customers' experiences to create a journey that really looks after customers?



Priya Hunt
Head of Customer Experience Design

Thames Water



Rebecca Powell
Runs Keeping Families Happy (Head of Customer Care)

Ella's Kitchen



Mark Elliott
Head of Distribution Planning & Strategy

Skipton Building Society



Dan Eddie
Customer Experience Director

Vanarama



Claire Carroll
Head of Sales & Service

The Co-operative Group



Beverley Hullock
Senior Manager, Service Improvement & Solution Architecture

Openreach



15.20 Bonus Session; Reserved For Exclusive Conference Partner

15.35 Afternoon Refreshment Break With Informal Networking

ATTRACT, ENGAGE & RETAIN

16.05 Develop Internal Cultures That Motivate & Engage Contact Centre Agents To Reduce Turnover & Create A Resilient Workforce

- Increase agent retention through developing a nurturing company culture where people feel comfortable in their workplace and see a future with the business

- Remote or on-site, how can we best support agents and their wellbeing?
- Career progression! Learning and development strategies to nurture ambition and retain top talent long term



Audrey Huot
Head of Customer Experience

Cox & Cox

Cox & Cox

OPTIMISE OPERATIONAL EFFICIENCIES

16.25 Reduce Waste & Inefficiencies Without Scrimping On Customer Satisfaction To Ensure Your Contact Centre Remains A Profit Centre

- What quick tips and tricks can be implemented to streamline your contact centre operations to ensure you're adding value for customers and the business?
- Where can automation be effectively utilised to streamline wait times for customers and improve brand experiences?
- Best-practice advice on overhauling day-to-day operations to bring your contact centre into the modern world without breaking the bank?



Helena Cooney
Head of UK Client Services

Fidelity International



16.45 Afternoon Chair's Closing Remarks



Mark Davies
Customer Contact Director

Bupa UK



Chair's
Remarks

16.55 Official Close Of Conference



