

Contact Centres 2021 Programme

PROGRAMME

08.30 **Registration, Informal Networking & GIC Opening Remarks**

09.00 **Morning Chair's Opening Remarks**

Alison Jaap
Customer Care Director
OVO

CUSTOMER-CENTRIC NEW TECH

09.10 **Harness The Latest Innovations, AI Advancements & Contact Centre Technologies To Demonstrably Improve Customer Experiences Whilst Maintaining That Crucial Human Element**

- 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

REMOTE CONTACT CENTRES

FLAG: PANEL

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

- 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?
- 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

Alex Hawkins
Senior Associate, Systems Efficiency
Liverpool Football Club

Jean Crosbie
Head of Customer Contacts
Aer Lingus

10.00 **Bonus Session From Adigo**

SEAMLESS CUSTOMER JOURNEYS

10.15 **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

10:35 Morning Refreshment Break With Informal Networking

VOICE OF THE CUSTOMER & CONTINUOUS IMPROVEMENT – PERSPECTIVE 1

11.05 **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?

Ian Webber-Rostrom
Head of Customer Care
Missguided

11.25 **Bonus Session From Content Guru**

Edward Winfield
Director of Global Partnerships
Content Guru

VOICE OF THE CUSTOMER & CONTINUOUS IMPROVEMENT – PERSPECTIVE 2

11.40 **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?

Henriette Jehnert
Global Head of Multichannel Contact Center Services
UBS

12.00 **Bonus Session; Reserved For Exclusive Conference Partner**

NEW TECH, AI & CHATBOTS

FLAG: Q&A

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

- 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

12.45 Lunch For Delegates, Speakers & Partners

13.45 **Afternoon Chair's Opening Remarks**

13.55 **Knowledge Hubs for Customer Service--What, Why Now, and How**

Over 5,000 consumers told us in a survey that the biggest hurdles to good customer experience are “contact center agents are not knowledgeable”, “different agents give different answers”, and “I can't find answers on the company website”. The reason? Legacy knowledge management (KM) systems are failing to deliver answers and disconnected and disparate knowledge silos create chaos for the business and the customer. **The solution? Next-gen knowledge.**

What are the characteristics of next-gen knowledge? How are Global 1000 innovators leveraging next-gen knowledge to transform customer service? What has been the payoff for them and their customers? How can you get going with next-gen knowledge? Attend the session to learn

Stephen Kennedy
Director of Solutions
eGain

FUTURE-PROOFED CHANNEL MIX STRATEGIES

14.10 **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

14.30 **Bonus Session; Reserved For Exclusive Conference Partner**

COLLEAGUE & CUSTOMER EXPERIENCE

FLAG: PANEL

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

- 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?

Erwann Medjedoub
Third Party & eCustomer Care Senior Manager
L'Oréal

Rebecca Powell
Runs Keeping Families Happy (Head of Customer Care)
Ella's Kitchen

Dan Eddie
Customer Experience Director
Vanarama

Mark Elliott
Head of Distribution Planning & Strategy
Skipton Building Society

Claire Carroll
Head of Sales & Service
The Co-operative Group

Beverley Hullock
Senior Manager, Service Improvement & Solution Architecture
Openreach

Jean Crosbie
Head of Customer Contacts
Aer Lingus

15.25 **Bonus Session; Reserved For Exclusive Conference Partner**

15.40 Afternoon Refreshment Break With Informal Networking

ATTRACT, ENGAGE & RETAIN AGENTS – DOUBLE PERSPECTIVE

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

16.10 Audrey Huot
Head of Customer Experience
Cox & Cox

16.30 Alexandra Ilie
Head of Advisory Contact Centre
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OPTIMISE OPERATIONAL EFFICIENCIES

16.50 **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

17.10 Afternoon Chair's Closing Remarks & Official Close Of Conference