

Contact Centres 2021 Programme

PROGRAMME

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

09.10 **Morning Chair's Opening Remarks**

Alison Jaap
Customer Care Director
OVO

CUSTOMER-CENTRIC NEW TECH

09.20 **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

09.45 **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

Customer Experience 2021 - Changing Customer Behaviour & Attitudes

10:15 Customer expectations, needs and behaviours are changing faster than ever before, accelerated by the pandemic. Prior to COVID, digital interactions were already establishing a foothold as an alternative to voice. However, since the pandemic there has been a surge in the use of digital. This was in part down to increases in customer demand but also constraints on offline availability as physical premises closed and contact centres migrated advisors to work remotely.

Recent research conducted by Odigo in association with the CCMA has explored and tracked customer behaviours and attitudes to provide up-to-date insight and thinking for CX Leaders.

Join this session as we discuss the findings of this major research initiative and uncover customer motivations and preferences to help shape the future customer experience consumers are demanding.

Neil Titcomb
Managing Director
Odigo

10:35 Morning Refreshment Break With Informal Networking

SEAMLESS CUSTOMER JOURNEYS

11.05 **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

VOICE OF THE CUSTOMER & CONTINUOUS IMPROVEMENT – PERSPECTIVE 1

11.30 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

Automating The Human Connection: Creating Superhuman Contact Centre Agents

11.55 30% of consumers say not being able to reach a real human is the most frustrating part of a bad customer service experience.¹ 40% of customers prefer talking to a real person over the phone.² Personable, empathetic interactions build brand loyalty. Your contact centre agents hold the key to long-term repeat revenue. Are you giving them the tools they need to succeed?

Intelligent automation has the power to supercharge your agents' performance. With capabilities ranging from AI-backed routing, to intelligent scripting and data pop-ups, automation enables agents to deliver superhuman customer service, supported by machine learning. Join Edward Winfield, Global Partnerships Director at Content Guru, to find out how to automate the human connection in your contact centre.

¹Microsoft

²American Express

Edward Winfield
Director of Global Partnerships
Content Guru

VOICE OF THE CUSTOMER & CONTINUOUS IMPROVEMENT – PERSPECTIVE 2

12.10 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

NEW TECH, AI & CHATBOTS

FLAG: FIRESIDE CHAT

12.35 **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

13.00 Lunch For Delegates, Speakers & Partners

14.00 **Afternoon Chair's Opening Remarks**

Christian Velten
Global Head Medical Customer Experience
Roche

14.10 **Amplify & Optimize Your CX Initiatives To Drive Outcomes**

Knowledge has a key role to play in delivering CX outcomes, but organizations don't always recognize that they have a Knowledge problem and how it can transform their CX initiatives.

Ian Jones
Head of Strategic Solutions
eGain

COLLEAGUE & CUSTOMER EXPERIENCE

FLAG: PANEL

14.25 **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 Services Director
Simply Health

Beverley Hullock
Senior Manager, Service Improvement & Solution Architecture
Openreach

Jean Crosbie
Head of Customer Contacts
Aer Lingus

15.05 Afternoon Refreshment Break With Informal Networking

ATTRACT, ENGAGE & RETAIN AGENTS

15.35 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

Alexandra Ilie
Head of Advisory Contact Centre
ING

OPTIMISE OPERATIONAL EFFICIENCIES

16.00 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

16.25 Afternoon Chair's Closing Remarks

Christian Velten
Global Head Medical Customer Experience
Roche

16.30 Official Close Of Conference