

Contact Centres 2022 Programme



08.30 Registration, Informal Networking & GIC Opening Remarks

MORNING CHAIR'S OPENING REMARKS

09.00 **Introductory Remarks From The Morning Chair**

Alison Jaap
Customer Care Director
OVO

NEW TECH, AI & SELF-SERVICE

09.10 **What Can Tech Provide For Our Customers? New Tech, AI, Automation & Self-Service Design To Improve Resolution Time, Increase Customer Satisfaction & Minimise Operational Costs**

- AI, automation and tech has come so far! How can we break down the connotation of poor experiences and remove fear around tech applications to reap the benefits?
- From new idea to business as usual: how can you ensure you have the knowledge, skillset and resources required for successful integration of future-trending tech such as WhatsApp, voice tech, screensharing and other AI tools into contact centre operations and business frameworks?
- From vulnerable customers to different drivers and goals, build in failsafe responses which pivot from automation to agent contact where needed
- How can we influence customer behaviours to encourage interaction with digital and self-service options for more cost-effective, secure and potentially speedier resolution?
- As the pandemic has accelerated the drive towards virtual customer services, what is the future of digital connectivity?

Eugene Neale
Director of Business IT & CX Engineering
loveholidays

PRESENTATION BY COWRY CONSULTING

09.30 Bonus Presentation Session Reserved For Cowry Consulting

Ziba Goddard
Chief Consulting Officer
cowry consulting

Raphy March
Chief Design Officer
cowry consulting

VOC: CHANGING EXPECTATIONS & BEHAVIOURS – PANEL DISCUSSION

09.45 360° Strategies: Level Up Customer Insights & Data Strategies For Responsive, Customer-Driven Contact

- Soaring customer expectations getting you down? What are the easiest, most effective ways to level up the experience and what lessons can we take from other sectors?
- Leverage CRM to dig into the data and analytics to understand exactly why a customer is getting in contact
- Maximise data opportunities with strategic CRM integrations for a 360° view of customer insights and analytics which increases agility, responsiveness and resource deployment
- From asynchronous messaging and self-service to telephone, what are customer behaviours telling us about what they want their contact to look like and how is this evolving?
- Incorporate social media and online review portals into strategies which quickly action complaints to enhance response times and company reputation

Katie Greer-Thompson
CRC Future Customer Experience Delivery Manager
Jaguar Land Rover

Kirsty Tarbuck
Customer Experience Strategy Manager
The Very Group

Olivia Chambers
Customer Insights Manager
Huel

Kate Birtles
Customer Services Director
Biffa

END-TO-END CUSTOMER JOURNEYS & INSIGHTS – DOUBLE PERSPECTIVE (PERSPECTIVE A)

10.15 Design Intuitive Journeys & Minimise Pain Points To Achieve Responsive, Engaging Customer Contact & Experiences Across All Channels

- Generate data-led overviews of customer journeys from first interaction to post-contact care to review demographic trends and optimise experiences
- With contact centres back to the forefront of CX, how can we embrace digitisation to make seamless, effortless connections with customers across all our channels and frontline agents?
- Locate and address the pain points in customer journeys to smooth out automated flows or provide timely, seamless switches to agent intervention
- One size doesn't fit all! Interrogate your customer contact to seek opportunities for personalisation to maximise comms, offer relevancy and enhance loyalty

Tanya Geekie
Head Of Customer Experience, UK & EMEA
Meyer Group

MORNING BREAK

10.35 Morning refreshment break with informal networking

REMOTE & FLEXIBLE SERVICE DELIVERY

11.05 As Post-COVID Employee Expectations Around Flexible & Homeworking Evolve, What Could & Should This Look Like As A Long-Term Contact Centre Model & How Can It Benefit Both Business & Agents?

- As business in general trends towards hybrid working to what extent can we widen our talent pool and secure top-level talent by offering remote customer contact positions?
- Do agents need to be in one location? What is needed in terms of data, training and tools to trust agents to deliver top-of-the-range customer service wherever they are based?
- Can we seize the opportunity to broaden our customer offering and increase staffing around peak demand with more flexible communications delivered by flexible-hours agents? And what tech is needed to support this?
- Recognise the pressure hybrid or remote working places on team leaders to ensure training and performance are managed and productivity and agent engagement levels are high
- Better understand and navigate the barriers of remote contact to create a strong sense of company identity and personal belonging during the recruitment and onboarding period, and bolster engagement and motivation

Julia Walker-Smith
Associate Director, Underwriting, Services & Customer Support
BGL Insurance

PRESENTATION BY NICE

11.25 Bonus Presentation Session Reserved For NICE

Gregg Widdowson
Director, Sales Engineering EMEA
NICE

ATTRACT, ENGAGE & RETAIN AGENTS – DOUBLE PERSPECTIVE (PERSPECTIVE A)

11.40 In A Difficult Recruitment Climate, Develop Stand-Out, Benefit-Driven Talent Strategies To Attract, Engage & Retain Agents

- Temperature-check and analyse the roots of attrition to retain talent and build effective employee value propositions which appeal to today's workforce and mould a sustainable working culture
- Build up your employer branding for solid recruitment strategies which expand your talent pool
- How can you maximise contact-centre specific employee engagement approaches when calls are back-to-back and time equals money?
- Retention, retention, retention: L&D and training strategies to light a fire in agents, define purpose and keep their role exciting, engaging and autonomous

Graham Young
Manager Customer Operations - Aviation & Joint Venture Board Director
Shell

PRESENTATION BY TWILIO

12.00 Bonus Presentation Session Reserved For Twilio

ATTRACT, ENGAGE & RETAIN AGENTS – DOUBLE PERSPECTIVE (PERSPECTIVE B)

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Dawn Cronogue

Contact Centre Director
Brakes

MORNING CHAIR'S CLOSING REMARKS

12.35 Closing Remarks From The Morning Chair

Alison Jaap
Customer Care Director
OVO

LUNCH FOR DELEGATES, SPEAKERS & PARTNERS

12.45 Lunch & Networking

AFTERNOON CHAIR'S OPENING REMARKS

13.45 Introductory Remarks From The Afternoon Chair

INTERNAL CULTURES & COLLEAGUE EXPERIENCE – PANEL DISCUSSION

13.55 Cultivate A Customer-Centric Contact Centre Culture Where Agents Are Connected & Independent, Add Value & Feel Valued

- Happier agents, happier customers: methods to promote wellbeing and support initiatives in offline and online spaces to maintain engaged teams and keep spirits high
- Future pipelines: take care of the next generation by fostering opportunities for progression, agent-to-agent knowledge sharing and creating a culture of connection and support
- Manage business change and transformation to reposition contact centres and customer experience as central and pivotal to the organisation and ensure that value is communicated to our front-line workers
- How can we do more to recognise direct correlation between agent action and high CSAT and NPS scores and celebrate success?

Roseanne Baxter
Head Of Customer Care
OVO Energy

Charlie Adams
Customer Service Operations Manager
Vitality

Dimple Pattani
Head of Frontline Customer Support

GoCardless

Michael O'Brien
Head of Fraud Prevention - First Customer Contact Centre
FirstGroup Plc

PRESENTATION BY TALKDESK

14.25 Bonus Presentation Session Reserved For Talkdesk

END-TO-END CUSTOMER JOURNEYS & INSIGHTS – DOUBLE PERSPECTIVE (PERSPECTIVE B)

14.40 Design Intuitive Journeys & Minimise Pain Points To Achieve Responsive, Engaging Customer Contact & Experiences Across All Channels

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Damian Coulton
Customer Service Director
SSE Business Energy

PRESENTATION BY Q4ME Limited

15.00 Give Customers The One Thing Money Can't Buy

- Resolve queuing frustration
- Make 'waiting on hold' a thing of the past
- Enhance customer experience & NPS
- Improve call centre staff's mental wellbeing
- A simple partnership opportunity

Matthew Norbury
CEO
Q4ME Limited

OMNI-CHANNEL STRATEGY MIX

15.15 **From Channel Proliferation To Strategic Pathways: Optimise & Match Channels To Customer Needs Effectively To Streamline Customer Success**

- Omni-channel doesn't mean every channel available! Slim down your channels for strategic, insight-led customer contact journeys which offer what customers really need, minimise channel switching and drive efficiencies
- How can we make effortless, seamless connections for our customers, and our people, across all channels?
- Create intuitive customer journeys guided by what the customer needs, not only how the business wants to interact with them
- Blend technologies such as chatbots and voice recognition to reduce triage time with switching seamlessly to agent intervention where needed, and resolve queries painlessly

Giovanni Gelape (or Colleague – TBC)
Global Operations Director - Acquisition & Customer Service
BNP Paribas Personal Finance

AFTERNOON BREAK

15.35 **Afternoon Refreshment Break With Informal Networking**

OPERATIONAL EFFICIENCIES

16.05 **Constantly & Consistently Deliver More & Better With Less: Tactics Which Identify Waste & Inefficiencies & Spark Change To Increase Operational Efficiencies**

- From tech to staff... strengthen operations to build business continuity and resilience into the contact centre function for unshakable customer services
- Strategically develop dashboards for at-a-glance contact centre management overviews which identify operational inefficiencies and potential savings within the current contact centre framework
- Embrace the right technology and RPA for your contact centre to replicate and accelerate processes and save time, resources, and effort
- Pressure-test your technology to ensure that it stands up to high customer demand, staffing gaps and new digital upgrades
- We can and have responded to drastic change! How can we learn from this to make continuous improvement part of day-to-day life and develop forward-thinking mindsets?

Richard Murray
Global Customer Services Director
Cambridge University Press & Assessment

CONTACT CENTRES EVOLUTION

16.25 **From Tech To Agents, From Infrastructure To Customer Demands: What Are The Building Blocks For The Contact Centre Of Tomorrow?**

- Big ship to turn: how can large-scale, legacy organisations ignite a business-wide desire for change and achieve agility in digital and people strategies?
- How can we not only build our vision but communicate it so customers, colleagues and the wider business see the strategic and added value of contact centres?
- Leverage customer and colleague feedback to guide transformative strategies for truly people-centric servicing

James Revell
Director of International Contact Centres
Air France-KLM

Ian Webber-Rostron
Head of Customer Care
Missguided

Lucy Child
Strategy Manager, Customer Care
The Very Group

AFTERNOON CHAIR'S CLOSING REMARKS

16.55 **Closing Remarks From The Afternoon Chair**

17.05 Official Close Of Conference