

The Customer-Focused Contact Centres Conference
7th October 2022
1 America Square, 17 Crosswall, London EC3N 2LB



Welcome To The
Customer-Focused Contact Centres Conference!

By Global Insight Conferences



Registration, Informal Networking & GIC Opening Remarks

08.30 – 09.00

Morning Chair's Opening Remarks

09.00 – 09.10

Cam Wilson

Customer Insights Lead

Huel

New Tech, AI & Self-Service

09.10 – 09.35

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 and CX Engineering

loveholidays

Presentation By Conference Partner, Cowry Consulting

09.35 – 09.50

Compassionate Conversations: The Science Behind Vulnerable Customers

Ziba Goddard

Chief Consulting Officer

cowry consulting

Pippa Pennycook

Head of Client Strategy

cowry consulting

VOC: Changing Expectations & Behaviours – Panel Discussion & Q&A

09.50 – 10.20

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

Olivia Chambers

Customer Insights Manager

Huel

Richard Murray

Global Customer Services Director

Cambridge University Press & Assessment

Kate Birtles

Customer Services Director

Biffa

Attract, Engage & Retain Agents – Perspective A

10.20 – 10.45

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

Dawn Cronogue

Director Commercial Operations

Brakes

Morning Refreshment Break With Informal Networking

10.45 – 11.15

Remote & Flexible Service Delivery

11.15 – 11.40

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 Conference Partner, NICE

11.40 – 11.55

Agent Engagement: The Power to Empower

The contact centre attrition rate continues to be very high, with almost a third of agents actively looking for a new job at any given time. Attracting and retaining today's agents requires more than just a competitive compensation package. Agents are looking for more flexibility in their work-life balance along with more support and guidance in their day to day working with customers. Join this session to understand how NICE CXone can provide your organisation with the tools required to attract and retain the best agents.

Gregg Widdowson

Director, Sales Engineering EMEA

NICE

Attract, Engage & Retain Agents - Perspective B

11.55 – 12.20

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

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Graham Young

Manager Customer Operations - Aviation & Joint Venture Board Director

Shell

Presentation By Conference Partner, Twilio

12.20 – 12.35

Empower Agents To Increase Customer Retention

Nick Stone

Contact Centre Specialist

Twilio

Morning Chair's Closing Remarks

12.35 – 12.40

Lunch & Networking For Delegates, Speakers & Partners

12.40 – 13.40

Introductory Remarks From The Afternoon Chair

13.40 – 13.50

Dawn Cronogue

Director, Commercial Operations

Brakes

Internal Cultures & Colleague Experience – Panel Discussion & Q&A

13.50 – 14.20

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?

James Revell

Director of International Contact Centres

Air France-KLM

Dimple Pattani

Head of EMEA Customer Support

GoCardless

Charlie Adams

Customer Service Operations Manager

Vitality

Presentation By Conference Partner, Talkdesk

14.20 – 14.35

AI For Every Day: Turn Conversations Into Insights

Today's rapidly changing world impacts customers' needs, demands, and expectations from the brands they trust. To respond faster and more precisely, companies need the right tools to capture more data from conversations and convert it into rich insights to help shape how they interact with customers and better meet and exceed their expectations.

What will this session bring?

- Uncover how to find patterns in customer intents and sentiments
- Identify better ways of designing customer journeys
- How AI can analyse conversations at scale

Kezia Downing

Product Marketing Manager

Talkdesk

Case Study: Intelligent Routing Based On Personality Matching

14.35 – 15.00

A New Viewpoint On Reducing Customer Effort By Routing Them To The Best Agents Based On Agent & Customer MBTI Personality Types

- With customer engagements two-thirds "feel," and one-third "do," traditional soft skills are not the sole means to reduce customer effort
- Taking it a step further: language guidelines customized to better serve different customer personality types and resolution preferences
- Measure lexical diversity & communication style patterns by speech analytics, NLP & ML and improve your FCR, CSAT & AHT

Yana Kirilova

Head of Customer Service

BNP Paribas Personal Finance

Presentation By Conference Partner, Q4ME Limited

15.00 – 15.15

Give Customers What Money Can't Buy

- Resolve queueing 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

Afternoon Break – **Drinks Reception Sponsored By Talkdesk

15.15 – 15.45

** Join Talkdesk and company for drinks and networking

Operational Efficiencies

15.45 – 16.10

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 Centre Evolution

16.10 – 16.30

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?

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- 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

Lucie Child

Strategy Manager, Customer Care

The Very Group

Afternoon Chair's Closing Remarks

16.30 – 16.35

Official Close Of Conference

16.35