

**The Customer-Focused Contact Centres Conference**  
21<sup>st</sup> June 2023  
The Thistle Marble Arch Hotel, Bryanston St, Marylebone, London, W1H 7EH



# Welcome To The Customer-Focused Contact Centres Conference

## Official Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

**Organised By:**



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**Registration & Informal Networking**

08.30 – 09.20

**GIC Welcome**

09.20 – 09.30

**Morning Co-Chairs' Opening Remarks**

09.30 – 09.40

Paul Beswick  
Vice President, Strategy & Transformation  
**Mastercard**

## Attract, Retain & Engage Agents

09.40 – 10.00

### **Power Targeted, Benefit-Driven Attraction Schemes, Mitigate High Turnover Rates & Deliver Exceptional, High-Quality Engagement Strategies Which Retain Top Talent In Your Contact Centre**

- Define your most desirable skill sets, expand your talent pool and secure top talent with winning employee value propositions which appeal to today's workforce, stand out in a competitive market, and suit your organisation's long-term needs
- Define purpose and create a resilient workforce which allows staff to see their future with the business to dramatically increase agent retention
- How can you keep your agents happy, engaged and motivated to power next-level performance where they are inspired to offer the top class customer service, every time?
- Drive effective and ongoing L&D and training strategies which nurture ambition and promote long-term career progression

Alexandra da Silva Rodrigues  
Strategical Advisor for Global Contact Centers  
**Radisson Hotel Group**

## AI & Tech Innovations- *Delegate Discussion*

10.00 – 10.20

### **Leverage Savvy Tech, AI, Automation & Self-Service Which Tangibly Adds Real Value To The Customer Experience & Outcomes, Improves Resolution Times & Minimises Pain Points**

- How can you decipher which new tech, AI and automation you should be investing in to drive contact centre traffic, feed agents information in real-time and ensure improved customer experiences?
- Explore practical insights on how to seamlessly integrate AI into existing strategies to minimise disruption and maximise service quality in your contact centre
- Demystify AI for your teams by ensuring your agents have the knowledge, skills and resources required to ease new tech implementation and deliver top class customer service
- Critical airtight customer data safety! Examine real life case studies on how to mitigate data security risks and biases when harnessing AI and automation to reduce hiccups and increase operational efficiencies

*We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!*

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**Driving Effective Conversations: The Behavioural Science Behind Complaints Handling**

10.20 – 10.35

- How can our understanding of the human brain inform the way we communicate with our customers?
- What can behavioural science teach us about complaints handling?
- Deep-dive into a business case study that uses behavioural science to help agents effectively resolve complaints and prevent escalations during contact centre conversations.

Cynthia Tze Keng Ko  
Behavioural Design Manager  
**Cowry Consulting**

Sarah Brown  
Senior Behavioural Architect  
**Cowry Consulting**

**Morning Refreshment Break With Informal Networking**

10.35 – 11.05

**Bonus Session; Reserved For Content Guru**

11.05 – 11.20

Nathaniel Konzon  
Solutions Consultant  
**Content Guru**

## VOC: Changing Expectations & Measuring Success

11.20 – 11.55

### **Promote & Prioritise The Customer Voice, Increase The Quality Of Insights Measured & Harness Data Captured To Level Up Customer Support At Critical Touchpoints & Exceed Ever-Changing Customer Expectations**

- How do you define quality? Discover effective ways of using the voice-of-the-customer to measure the success and quality of your customer service in order to drive real improvements
- Harness strategic data capturing capabilities to understand why a customer is getting in contact and what they are expecting from your service to become truly solutions-focused and mitigate the risk of brand reputational damage
- How are customer behaviours evolving in 2023, what do your customers want from customer service from chatbots to self-service and telephone calls, and how can you rapidly respond to changes?

Simon Separghan

Head of Customer Experience & Contact

**NatWest Group**

Maria Vidler

Customer Outcome & Resolution Director

**Starling Bank**

James Marshall

Head of Customer & Communications

**Southampton City Council**

Sabina Onwuka

Head of Customer Services Manager Day/Mobilty Services

**London Borough of Barking and Dagenham**

**Seamless End-To-End Customer Journeys- *Double Perspective***

11.55 – 12.35

**Practical Strategies To Combat The External Market Factors Affecting Food & Drink Today & Ensure Business Stability In Uncertain & Challenging Times**

- What effective in-house strategies can be implemented to recruit quality talent, fill business skills gaps and combat shortages of quality skilled and unskilled labour to ensure workforce stability?
- Create attractive apprenticeship schemes for young people which link to exciting career paths to maximise the levy and boost skills needed within the business
- The ongoing aftermath and impact of Brexit: review the updated visa and legal processes and regulations when hiring talent from Europe to regain your talent pool and reduce skills gaps compliantly and securely

11.55 Perspective 1

David Harrison  
Director of Customer  
**Atlanta Group**

12.35 Perspective 2

Mayank Bothra  
Vice President, Head of Product, Digital Client Services  
**J.P Morgan**

## Omnichannel Strategy Mix

12.35 – 12.55

### **Get Your Channel Mix Right! Optimise Omnichannel Strategies To Streamline Customer Services Across Every Touchpoint, Retain & Recover Customer Loyalty In Unpredictable Times & Streamline Customer Success**

- Quality over quantity: explore real world examples of how to review the best strategic channel mix for customer outreach to save time and resources
- Power proactive and reactive omnichannel strategies to maintain loyalty and forecast methods of retention levels
- Pressure test new channel strategies to analyse if a new channel would be right for your business to invest in to maximise operational efficiencies
- In unstable economic times, optimise your channels to maintain customer loyalty with timely and responsive algorithms

Jason Fiddes

Head of Digital: CX & Tech Futures

**Sky**

## Building an Attractive, Engaging, and Inspiring Learning & Development Culture for Frontline Employees

12.55 – 13.10

- How to be an employer of choice in a competitive market and provide an engaging experience for new hires
- Foster a learning culture while delivering continuous development for employees
- Empower your team with a holistic approach to quality management and feedback that drive best in class customer experiences

Danny Ward

Senior People Development and Quality Manager

**Ocado Retail (speaking on behalf of Central)**



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**Lunch & Informal Networking For Speakers, Delegates & Partners**

13.10 – 14.10

**Peer-To-Peer Discussion**

13.30 – 14.10

a) Chatbots

Ingrid van Ruiswijk

Manager Customer Service DTC

**New Balance**

b) Measuring Success

c) Customer Support & Vulnerable Customers

d) Self-Service

**Afternoon Chair's Opening Remarks**

14.10 – 14.20

James Marshall

Head of Customer & Communications

**Southampton City Council**

## Internal Cultures & Colleague Experience- Panel Discussion

14.20 – 14.55

### **Build & Embed An Engaging & Value-Driven Customer-Centric Culture Which Inspires Agents To Deliver High-Quality Customer Service Within A Thriving Team**

- Happy agents = happy customers! Prioritise and promote agent wellbeing and support initiatives internally so that your staff feel empowered and inspired to deliver exceptional customer service externally
- Temperature check moral and engagement levels! Explore effective training methods that are time efficient and high impact to provide agents with all the tools they need to thrive in and out of the contact centre
- Drive connection initiatives in offline and online spaces for value-adding results and improved customer service to retain and engage in the long-term

Simon Separghan

Head of Customer Experience & Contact

**NatWest Group**

Alison Jaap

PayM & Customer Care Director

**OVO Energy**

Abdul Khaled

Head of Digital Customer Experience

**E.ON Next**

Ingrid van Ruiswijk

Manager Customer Service DTC

**New Balance**

Charlie Adams

Customer Service Operations Manager

**Vitality**

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**Bonus Session; Reserved for ResQ**

14.55– 15.10

Gill Marchbank

CEO

**ResQ**

**Afternoon Refreshment Break With Informal Networking**

15.10 – 15.40

**The Role Of Human Interaction**

15.40 –16.00

**Refresh, Strengthen & Refine Your Employee Rewards & Benefits To Keep Up With Ever-Changing Expectations With Value-Adding Initiatives Which Enhance The Employee Experience In Your Food & Drink Business**

- Addressing the cost-of-living crisis: how can you effectively support your employees throughout challenging and uncertain times with both tangible and intangible benefits?
- Long hours, unsociable shifts, unappealing working environments! Refine your reward, benefit and wellbeing programmes with tailored options to attract potential applicants
- From salary assessments, financial literacy training and support packages... stand out in a crowded marketplace with benefit initiatives, systems and packages which meet your existing employee's needs and expectations
- Examine and explore alternative engagement strategies outside of monetary and salary-based rewards which enhance the employee experience, maintain motivation and drive loyalty

Phil Quickenden

Head of Customer & Registration Services

**London Borough of Camden**

## Remote & Flexible Service Delivery- *Delegate Discussion*

16.00 – 16.20

### **Benefit Your Business & Agents! Define How Flexible Working Fits Into Your Contact Centre Model To Enhance Agent Productivity, Improve Engagement & Drive Retention Levels**

- The remote working attraction factor: how important is remote working for new and existing employees today? Attract a wider talent base and improved retention through matching remote working models to their needs and expectations
- Highlight the challenges faced by training a remote team and find new and innovative ways to connect teams, boost support and strengthen company culture
- Temperature-check productivity and performance rates under flexible working to identify pain points and improve service organisation for your agents and business

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## Afternoon Chair's Closing Remarks

16.20 – 16.30

James Marshall  
Head of Customer & Communications  
**Southampton City Council**

## Official Close of Conference

16.30