

REGISTER NOW!



17-18 November | Free Online Event

TUESDAY 17 NOVEMBER 2020

SESSION TOPICS ARE SUBJECT TO CHANGE

CREATING A SEAMLESS EXPERIENCE ACROSS DIGITAL CHANNELS

Data can be accessible and unified from most sources however if the data sets don't tie together into a single view of the customer, this dispersed set-up can result in customers receiving conflicting and disjointed digital experiences. In this session, discover how to create a seamless experience across all digital channels.

- Creating a Center of Excellence to unify customer and data teams
- Understanding the customer journey and connecting the dots
- Improving customer loyalty with personalised digital experiences

Speaker to be confirmed

ENGAGING WITH YOUR CUSTOMER SMARTER WITH SELF SERVICE CHANNELS

The preference for a self-service experience has become more of a necessity than desire, and as a result, businesses are rapidly responding with solutions to offer their customers on the go. In this session, discover how a knowledge base or an effective FAQ can help customers quickly resolve issues on their own.

- Reducing wait times for customer enquiries
- Saving costs by reducing contact centre call volumes
- Providing confidence to customers that their needs are heard

Speaker to be confirmed

EFFECTIVELY APPLYING CUSTOMER DATA TO AUTOMATE DIGITAL EXPERIENCES

Multiple industries are adopting automation to drive productivity and quality however, automation can only be as good as the data it is based on. When applied correctly, data can turn insights into actionable results. In this session, discover how to fulfil your customers digital needs and build trust with ease by effectively applying data to automate the customer experience.

- Providing rapid, real-time solutions to customers with AI
- Predicting customer behaviour and offering personalised experiences
- Creating frictionless experience in the customer journey

Speaker to be confirmed

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WEDNESDAY 18 NOVEMBER 2020

SESSION TOPICS ARE SUBJECT TO CHANGE

BALANCING A HUMAN AND DIGITAL CUSTOMER EXPERIENCE

A global pandemic has enforced social distancing measures and shut down commercial activity all over the world, and thus businesses are now looking for new ways to engage with their customers from the safety and comfort of their own home. In this session, discover how to find the right balance of going digital, while retaining the human element in customer experience.

- Understanding when human interaction is essential in the customer journey
- Providing an omnichannel experience and offering choices to customers

Speaker to be confirmed

OFFERING DIGITAL SOLUTIONS TO CUSTOMERS WITH VIRTUAL CHATBOTS

Although chatbots are not the newest tool in the customer experience market, it's undeniably a tool not to be overlooked. Advanced digital agents are now designed to allow businesses to connect with consumers in a conversational way that they won't even know the difference between a bot and human. In this session, discover how to improve your customer service and effectively engage with them using chatbot automation.

- Connecting with customers 24/7 across multiple digital channels
- Saving labour costs by automating the customer service experience
- Increasing conversions by predicting customer behaviour

Speaker to be confirmed

BUILDING CONNECTIONS BETWEEN CUSTOMERS AND BRANDS WITH EXPERIENCE DESIGN

To optimise your digital customer experience, business must first understand how consumers interact with their brand online and find a way to create an emotional connection with them across all channels. In this session, discover how experience design can delight customers at every touchpoint and nurture strong customer relationships.

- Improving customer retention and loyalty with brand
- Increasing revenue through user-friendly digital interfaces

Speaker to be confirmed