

# CXN LIVE: Cloud-Based Contact Centres APAC

**4-5 November 2020 | Online Digital Event**

## Day One: Wednesday 4<sup>th</sup> November 2020

### **09:00 AEST / 06:00 SGT Leveraging In-Built Scalability to Address Changes to Contact Centre Volumes**

*2020 has been an unprecedented year, with staff necessarily needing to work from home during lockdown. Discover how Sunsuper managed to turn swiftly from an on-prem contact centre scenario to a virtual one, enabling their staff to access systems remotely and with greater accessibility, and why they believe the cloud-based contact centre model has worked:*

- Success story: How we went cloud-based with our CX operations in 2020
- Cost savings and efficiencies achieved, and why we intend to continue to operate our contact centre operations largely remotely in the future
- Why great customer service should integrate all communication channels with interaction history to provide context for every conversation
- Why agents need to become more effective in their interactions, so that they can sell more and service customers better, and how the cloud can help

**Jess Rix, Head of Customer Interactions – Contact Centre, Sunsuper, Australia**

### **10:00 AEST / 07:00 SGT Deliver Scalable and Agile Customer Service to All**

*Human-centric service is more important than ever. Service agents and customer experience leaders are continuously adjusting on the fly to the new realities of these uncertain times. Improving agent productivity is critical to maintaining top performance levels and providing a seamless customer experience. On top of this, as customers have become more accustomed to fully digital experiences, digital service has evolved from being a nice-to-have to being an imperative to business success. Customer demands will only continue to change, and it's crucial service leaders are prepared to future proof customer service.*

*In this session, learn how Salesforce is partnering with organisations to power customer service from anywhere and drive growth as businesses begin to reopen in the “new normal”:*

- Realise ROI fast by equipping agents with a complete view of your customers in a single space
- Increase efficiency by enabling customers to get answers quickly and on their own terms with AI-powered bots, self-service, and live chat
- Streamline agents day-to-day by leveraging automation, intelligent productivity tools, and integrated telephony
- Learn from a Salesforce customer on how they have adapted customer service and adjusted their strategy

**Senior Representative, Salesforce**

**11:00 AEST / 08:00 SGT Modernize Your Contact Center with the Cloud**

*As the costs to maintain and upgrade call centers continue to increase, Genesys believe it's time to consider a cloud call center.*

- Reduce costs and improve ROI
- Provide better customer experiences and employee empowerment
- Optimize agent efficiency
- Improve scalability and flexibility

**Senior Representative, Genesys**

**12:00 AEST / 09:00 SGT Transforming the Value of Your Service Organisation: Remove Complexity for Employees in the Contact Centre, or In Person**

- Run mission-critical enterprise application and database workloads with unmatched performance and the strongest SLAs in cloud computing
- Leverage the latest IaaS offerings, including 25 Gbps networking, the newest GPUs, and NVMe storage
- Develop cloud-native applications with DevOps tooling and open microservices infrastructure

**Brendan Cox, Solutions Consultant Manager, Oracle**

**13:00 AEST / 10:00 SGT The Secret to Awesome Customer & Agent Experience: Unlocking Innovation and Analytics in the Cloud**

*Customer and agent expectations are evolving at rapid pace – and organisations are struggling to keep up. Many contact centres are looking to cloud solutions to remain agile and competitive, with CCaaS being the preferred model of adoption for 50% of contact centres by 2022 (Gartner). Organisations are also turning to analytics, only to waste time, resources and financial investment re-inventing the wheel and getting lost in the data. Hear from Cameron Adams, Director – Solution Consulting at NICE InContact, who will share globally-leading strategies for powering your customer and agent experiences including:*

- Contact centre trends in Australia and NZ and how it compares to the rest of APAC and the world
- How to drive exceptional agent and customer experiences on every channel, every time, and from anywhere
- Delivering real value and ROI with customer analytics and real time interaction guidance – plus, see for yourself with a demo!
- How to keep up with changing consumer preferences by tapping into the latest CX innovations at unrivalled speed and agility
- Achieving optimum workforce performance and flexibility with unmatched capabilities for at-home agents, better disaster recovery, and more

**Cameron Adams, Director – Solution Consulting, NICE InContact**

**14:00 AEST / 11:00 SGT Leading the Way in Customer Service in Sri Lanka and Inspiring Others to Follow**

*Thriving as a superior customer service provider in the market, discover how Softlogic Life is riding a new wave of customer engagement through the use of cloud-based contact center technology, and with it, setting new benchmarks for the rest of the industry:*

- How Covid-19 has accelerated our move to the cloud and our expectations for how flexible, remote-worker centric, cloud-based contact centers have now become the norm for us
- Highlighting the mobile-based customer services that we established during lockdown in order to meet heightened demand in a time of crisis
- Fulfilling the six commandments of Customer Service: Empathy, personalization, simplicity, meeting expectations, resolution speed, integrity
- Using insight-driven marketing and self-service automation technologies help attract potential customers to business

**Thilanka Kiriporuwa, Chief Corporate Services Officer, Softlogic Life, Sri Lanka**

## Day Two: Thursday 5<sup>th</sup> November 2020

### **09:00 AEST / 06:00 SGT Using the Cloud to Create New Interaction Capabilities and Strengthen CX Operations**

*Yurika Energy know well the efficacy of cloud-based systems, particularly given that the company is a dedicated virtual power plant (VPP) operator. Yurika's VPP uses a cloud-based load control platform which provides visibility and remote control of DER through IoT devices. This has equipped Yurika with an in-depth understanding of the flexibility and agility of a cloud-based systems. Join Carly Irving as she outline's Yurika's digital transformation journey and their belief that virtual, cloud-based systems makes total sense within the contact centre too.*

- Responding to their existing charter commitment to put customers at the centre of our business and the energy system, and continually innovating to provide best possible service to all
- Results of our cloud operations in action, and why it makes perfect sense to roll out cloud initiatives to the rest of their operation
- What 2020 has taught us about cloud-based technology and its potential advantages for CX operations in the future

**Carly Irving, Executive General Manager, Yurika Energy, Australia**

### **10:00 AEST / 10:00 SGT Discover How To Power Your Workspace With Customer Data – Anytime, Any Place**

*Zendesk believe that when it comes to the customer experience, most companies are 'stuck in the dark' – still using legacy CRM platforms that are hard to change, and only offering a one-dimensional view of customers. In this webinar, join Zendesk as they explore the benefits of turning to an open and flexible platform which is native to AWS.*

- Connecting customer data for complete context, wherever it lives, and giving developers and admins the tools they need to build the best customer experiences

- Obtaining a complete picture of the customer, using any data, from anywhere
- Understanding and segmenting customers for more personalised experiences
- How a cloud-based contact centre can offer sufficient agility to innovate and the power to scale

**Senior Representative, Zendesk**

### **11:00 AEST Increasing CX Agility to Enable Greater Flexibility and Self-Service**

- Reducing the cost of IT maintenance and upgrades through cloud-based systems
- Leveraging automation, intelligent productivity tools, and integrated telephony
- Utilising AI to mitigate higher call volumes & lower staff numbers
- Discover the trends that indicate what technologies, infrastructure, and services CX leaders need to consider to reform contact centers
- Understand how to support permanent work-from-home plans without compromising the quality and security of contact center operations

**Senior Representative, Avaya**

### **12:00 AEST Fireside Chat: The Power of One Unified Platform**

*If 2020 has taught us anything, it is the fact that the speed of change has never been more critical to businesses. Join Brad Moore, Sales Engineer Director for 8x8, as he discusses the importance of a true end-to-end cloud communication solution that incorporates telephony, messaging conferencing, collaboration and contact centre, enabling businesses to take advantage of all modes of internal and external communication in exactly the way the business and its customers want to consume them.*

*Using a range of case studies, Brad will discuss the power of one unified platform, and the importance of having the ability to react quickly and remain agile in today's uncertain business environment. If you are ready for change, it can start tomorrow.*

**Brad Moore, Director of Sales Engineering, Asia Pacific, 8x8**

### **13:00 AEST Using the Cloud to Deliver a Superior CX Experience and Drive Increased Customer Loyalty**

*Telstra moved many of their contact centre operations into the cloud just before lockdown hit, which fortunately enabled them to deal with the swift surge in demand and deliver an exceptional quality of customer service to their customers. Discover how the Telstra team are evolving their operations beyond Covid-19 and why cloud-based contact centre operations is working for them:*

- Why we have been developing end-to-end operational capability to deliver assurance support to Telstra's Global customers
- How centralizing the Interactive Voice Response (IVR) system has enabled Telstra to be 100% operational with its BCO and working-from-home arrangements during the Covid-19 lockdown and beyond
- Detailing our recent results from the launch of our new Customer Service portal
- Explore how with digital transformation, companies can deliver a world class customer experience renowned for quality, intimacy and reliability

**Vinodthan Ranga Durai, Customer Experience Senior Lead, Telstra International Service Center,  
Malaysia**