

Wednesday, 27 May, 2020

09:00AEST **COMBINING TECHNOLOGY AND PEOPLE TO DRIVE CI IN THE CONTACT CENTRE**

Technology can be introduced to resolve inefficiencies in the contact centre however, the importance of maintaining the human touch is still prevalent in this digital world. In this session, discover how ANZ Bank are making the most of their technology and improving the customer experience by putting the people first.

- Deeper insights into the contact centre through unique reporting
- Breaking the contact centre down into segments for a leaner operation
- Adopting speech recognition within IVR for personalised messages

Matt Butler, Senior Channel Development Manager, **ANZ Bank**

10:00AEST **BEST PRACTICES FOR EMPOWERING YOUR AGENTS TO SERVICE YOUR CUSTOMERS**

Today, agents are the key player in delivering great customer experiences. Join this session to get an introduction on how Telstra Consumer & Small Business is using Salesforce to reimagine their agent experience. Learn about best practises around case management and knowledge management, and how this translates to a more streamlined service experience for everyone.

The guiding principles for making service personalised and effortless

- How to gain a 360 view of your customers and manage each case interaction effectively
- How to build a unified knowledge sharing experience to empower consultants to collaborate and learn rapidly to assist customers effectively across various channels

Julie Krepp, Transformation Chapter Lead, Channel Experience, **Telstra**

Matthew Watson, Director, Platform and Service Solution Engineering, **Salesforce**

Hayden Dickmann, Scrum Master & Knowledge Specialist, **Telstra**

11:00AEST **HOW BELONG SUPPORTED 100% DIGITAL DURING CRISIS WITH ZENDESK**

The session will dive into how Belong (a subsidiary of Telstra), responded to the complications thrown at them by COVID-19, when up to 70% of their workforce of overseas partners were unable to work from home for security reasons. In the face of a massive increase in customer calls they needed to implement a new solution and scale up their support function in a matter of weeks.

- How the bulk of, or all of support can be provided digitally
- Enabling offshore resources to WFH easily
- Using AI and Machine learning to scale support

Dion Van de Kamp, Head of Social Media & Digital Content, **Belong**

Pascoe Bailey, Senior CX Specialist, **Zendesk**

12:00AEST **WHY INTELLIGENT AUTOMATION IS A MUST-HAVE FOR CONTACT CENTRES**

In these unprecedented times, businesses must continue to match or exceed the performance required from customers to remain competitive. In this session, explore the advantages of intelligent Robotic Process Automation (RPA) and Intelligent Automation (IA) for the contact centre.

- Tackle performance, growth and people challenges
- Improve average call handle time and first call resolution
- Boost performance in a cost-effective manner

Alex Koshy, Senior Director Industry Solutions, Asia, **Automation Anywhere**

Chris Luxford, Senior Partner, **W3 Digital**

14:00AEST **Enhancing CSAT in a Channel-Rich Environment through Mobile**

In a time of global uncertainty, contact centres are playing a more significant role to support businesses, but in today's digital world, customers prefer multiple channels of engagement and the ability to choose the most convenient contact option on the move. In this session, discover practical use cases on how future-proof technologies can securely, quickly and effectively, provide a better customer experience.

- Direct 50% of contact volume to online self-service tools and real-time two-way chat
- Improve customer response times by 99%
- Improve cost and time savings with a channel-rich environment

Mathias Muehlfelder, Senior Product Management Director, **Syniverse Technologies**



Thursday, 28 May, 2020

09:00AEST **BANKWEST HITS NEW RECORDS IN THE CONTACT CENTRE WITHIN 7 MONTHS**

In 2019, Bankwest looked to upgrade their contact centre and improve their customers' experience and therefore focused on their agents and introduced Lean Six Sigma capabilities in order to achieve operational efficiency. In this session, discover:

- Improved average speed to answer from 500 seconds to <60 seconds
- Improved NPS from 40 to 62
- Increased first call resolution score from 48% to >56%

Stephen Dargan, Head of Contact Centres, **Bankwest**

10:00AEST **PERSONALISING AND DEMOCRATISING CUSTOMER EXPERIENCE USING "DIGITAL PEOPLE"**

Attend this session to learn about Soul Machines, a Salesforce customer who is innovating in the area of emotional customer experience using digital technology. Come and learn about:

- How they have developed human-like, autonomously animated "digital people", who are able to intelligently service customers beyond simple, transactional requests
- How this technology is supporting contact centre agents and enhancing their roles
- How the Salesforce Service Cloud solution has enabled a fully integrated, holistic view of the customer, and why this is important

Greg Cross, Co-Founder, **Soul Machines**

Matthew Watson, Director, Platform and Service Solution Engineering, **Salesforce**

11:00AEST **WHEN BUSINESS CONTINUITY PLANNING BECOMES BUSINESS AS USUAL**

Customer service operations have always had to accommodate rapid changes in volume, but the current climate has generated a level of service volatility that is unprecedented. In this session, we'll share the results of a survey from contact centres across ANZ and how they responded to the Covid-19 pandemic, including:

- Experiences of enacting the Business Continuity Plan - changes, challenges and capabilities
- The move to remote work - who, when and how
- Looking to the future - what is the 'new normal'?

Prashanth Sreetharan, Principal Consultant, Strategic Business Consulting APAC, **Genesys**

Sophie Giesen, Head of Business Consulting, ANZ, **Genesys**

12:00AEST **BEYOND THE CURVE: HOW 5 CX TRANSFORMATIONS ARE NOW ACCELERATING**

Companies strive to differentiate themselves on the customer service experience; to retain their current customers, create advocates, and gain new customers. As the types and numbers of service channels continue to evolve and grow, companies must look to improve the channels they have in place. The ability to leverage on the current technology to transform your contact centre into a modern, predictive, and customer-focused is important to ensure an exceptional experience - every time and on any channel. Join us to:

- Understand how CX transformations can impact your business
- Identify which transformations to start with first
- Build your action plan to accelerate transformations today

Chris Bauserman, Vice President, Segment & Product Marketing, **NICE inContact**

14:00AEST **WHY THE "MESSY MIDDLE" MAKES OR BREAKS YOUR CUSTOMER EXPERIENCE**

While your contact centre agents theoretically own the customer experience, a true end-to-end customer experience includes the "messy middle". This is the area that presents the greatest complexity and challenge for most organisations. What elevates "good" customer experience to "great" is the ability to drive the work behind each customer request through to resolution.

- Why it's critical to connect your contact centre agents to the actual work teams in the "messy" middle office with workflow
- Connecting your customers directly to the rest of the business with an end-to-end Service Catalogue
- How to eliminate manual work and automate processes across teams to resolve issues quickly and permanently

Simon Bowker, Director - Customer Workflows, **ServiceNow**

Paul Baptist, Senior Director, Solution Consulting - Customer Workflows, **ServiceNow**



Friday, 29 May, 2020

09:00AEST **PANEL DISCUSSION: 3 STAGES OF RESPONSE FOR BUSINESS CONTINUITY**

While we're all in a phase of disruption, businesses are rushing to adopt cloud technology and maintain business continuity, however what we do around workforce optimisation, transforming engagement, and Intelligent Automation is more important than ever. In this panel discussion, discover the three stages of response for business continuity: Engage, Optimise, Automate.

- Managing a contact centre workforce in rapidly changing circumstances
- Maintaining customer engagement and preparing for the new normal
- Leverage the connection between knowledge management and virtual assistants

David Stone, Chief Growth Officer, **Stellar**

Danielle Grehan, Global Head of Delivery Support, **Stellar**

Rik Johnson, Head of Intelligent Automation and Strategy, **Stellar**



10:00AEST **BUILDING A RECESSION-PROOF CONTACT CENTER**

Regardless of the post-crisis outcome, businesses must prepare its contact center for optimisation, as temporary trends may permanently impact contact center operations. In this session, learn how to enhance flexibility, spend wisely, and keep customer connections strong.

- Balancing cost optimization and customer experience
- The win/win of automation-first customer service and digital service channels
- 5 steps to affordably transform your customer-service operations

Sreelesh Pillai, General Manager, **Freshworks Australia**



11:00AEST **BETTER TOGETHER: AN 8X8 SAFETY CULTURE JOURNEY**

As your company and others sent their workforce home, those using cloud-based solutions have seen distinct advantages. It is certainly true that the path has been much easier for businesses that have already transitioned to cloud-based contact centres. Advantages include:

- Typically no physical equipment (other than a laptop and headset) needs to be sent home with agents
- They avoid the training curve of using softphones, as most have already left their physical phones behind and made that transition
- Remote administration makes it easy to add new agents as needed

Michael Viney, IT Manager, **Safety Culture**

Brendan Maree, VP Asia Pacific, **8x8**



12:00AEST **SPORTSBET UTILISES WORKFORCE PLANNING IN A 24/7 SERVICE ENVIRONMENT**

As a 24/7 service environment, Sportbet look to set the organisation up strategically, for the long term. In this session, discover how Sportbet is utilising workforce planning, data and analytics to determine an efficient way to forecast accordingly, build workforce capability, and meet service expectations.

- How Sportsbet uses multi site channels to leverage 24/7 support
- Using Data and collaboration to influence decision making
- Workforce Planning impact and contribution to strategic initiative

James Moore, Head of Workforce Management, **Sportsbet**

