

# CXN Live: Contact Centers Draft Agenda

14-16 July 2020 | Exclusive Online Digital Event

## Day One: Tuesday 14th July 2020

### **14:00 BST Case Study: Autonomy in 2020: The trends to transform your digital customer experience**

*Digital technology is developing at a dizzying pace, and as a business it can be hard to keep up. Following on from their recent worldwide survey into the customer experience, join Nicola Millard as she explores predicted trends of 2020 and beyond, examining the reasons for their successes and reflecting on failures. Her presentation will explore:*

- Whether the modern customer still values an "easy" experience
- The psychology behind technology – knowing when to integrate digital transformation
- Retaining human touch points – is there still space for the telephone or are we on the road to an entirely digital customer experience?
- Is artificial superficial? Exploring AI and whether it's a help or hindrance in the world of customer experience
- Adapt & overcome: What's next for contact centres and how do they need to respond?

**Nicola Millard, Principal Innovation Partner, Enterprise CTIO, BT**

### **15:00 BST Moving to the Cloud for Better Customer Engagement and Faster Response Times**

*As we move into the digital era, there are obvious advantages to an omnichannel approach, to keep track of the way in which we engage with clients. Five9 share their experiences of empowering agents to handle inbound and outbound contacts from multiple channels all from a single, intuitive agent desktop.*

- 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
- Smart dialing, intelligent routing, on-screen caller info and smart integration to your CRM is essential for a slick handling of customers

**Senior Representative, Five9**

### **16:00 BST Avoiding Self-Operating Napkins**

*Customer experience needs to be seamless, but many contact centers have to run manual processes and siloed applications "under the hood" to deliver this. Simple customer journeys become complex and convoluted. Using Rube Goldberg's analogy of the Self-Operating Napkin, Ed Creasey of Calabrio explains how to deliver excellent customer experiences by keeping workforce engagement smart and personalized, but simple.*

- Discover best practices to supercharge insights with Customer Experience Analytics
- Use cases to empower and engage employees with AI-powered scheduling and self-service tools
- Benefits of aligning people around a single view of the truth through personalized Performance Management

**Ed Creasey, Director of Pre Sales, Calabrio**

**17:00 BST Case Study: Why AI is the Way Forward in Terms of Handling Calls**

*Josue has a huge amount of career experience in implementing AI and chatbots within a customer service environment, and is a passionate believer in the power of automation and artificial intelligence to streamline and amplify customer experience. Join him for this insightful half hour presentation as he unpacks AI's relevancy for the customer services sector, and explains how Philip Morris International is prioritising AI integration across their customer service operation:*

- Putting measures in place to reduce call volumes and interactions handled by agents, so that they can put more energy into more complex claims
- Factors to consider when implementing other customer interaction channels to increase sales and how AI and chatbots can aid the number of touchpoints
- Presenting expectations for how the customer service operation at PMI is likely to evolve over time with the inclusion of AI in the mix

**Josue Berlanga, Head of Care and Multichannel Sales (Mexico, Latin America and Canada), Philip Morris International (PMI)**

**Day Two: Wednesday 15<sup>th</sup> July 2020****14:00 BST Understanding the Customer through Vivid Customer Data**

*There is no better way to improve operations than by understanding where your customers are at. Join Qualtrics as they explain how by analysing the way in which customers engage with your company on their CX journey, this can help to increase customer satisfaction, reduce churn and propel your organisation to ever greater levels of success:*

- Why it is essential to collect experience data from customers and employees at every meaningful touchpoint
- Meeting the need to analyse and understand why things are happening and what to do about it
- Achieving data quality reports and regulation
- Benefits of automating actions to drive improvement across customer, employee, product and brand experiences

**Senior Representative, Qualtrics**

**15:00 BST Design Thinking and Analytics to Solve Legacy Systems and Processes**

*Digital transformation is essential – and yet there are so many moving parts that it is often difficult to work out which changes will yield the greatest results, or where to begin! Let Infosys guide you in how to improve the inner workings of your organisation and what to prioritise, to create meaningful results for your staff and your customers in the short, medium and long-term.*

- Techniques for improving your company's bottom line - where can technology come in?
- Manoeuvring a constrained system - difficulties and challenges and how to overcome them
- Utilization of analytics to redesign your transformational approach
- Achieving data quality reports and regulation

**Senior Representative, Infosys**

**16:00 BST Agility and Speed are the Key to CX Success**

*The evolution of contact centres in the new normal - homeworking, managing increased demand, employee satisfaction. The world has changed in an unprecedented fashion. Social distancing has impacted businesses and the contact centre industry as a whole. Working from home has introduced new challenges, business continuity plans have been put into action and business demand has changed significantly, in an already stressful setting. Learn how Twilio customers have achieved a semblance of normality, stemmed the tide on demand and learnt new ways of operating. Agility and speed were key to this success. Learn how:*

- Self-service doesn't have to be cumbersome or expensive
- Omnichannel interaction doesn't have to be difficult
- The agent desktop is the key to attrition and efficiency
- Starting simple gets results quickly

**David Cousins, EMEA Lead Contact Center Specialist, Twilio**

**17:00 BST Case Study: Perfecting the Art of Digital Customer Support**

*In a time of instantaneous communication and fast developing technologies, customers expect swift answers to problems and the ability to access self-service platforms. As one of the leading and largest technology companies, Microsoft are at the forefront of these technologies and they are well-placed to be able to appreciate how digitizing the customer service operation can completely transform a business. Find out first-hand how Microsoft are applying their own learnings internally.*

- Why newer generations increasingly want to 'self-serve' their problems online, rather than relying on the traditional customer contact center to help them
- Integrating Diagnostics and AI to build new capabilities so that customers can digitally solve their own queries
- Introducing AI to handle simple queries regarding accounts and billing, leaving human agents free to tackle more complex queries in a personal manner
- Perfecting a slick handoff between the bot and the human agent, so that a customer doesn't have to re-explain what they need at any point on their journey

**Bernard Slowey, Worldwide Support Leader, Digital Customer Support, Microsoft**

**Day Three: Thursday 16th July 2020**

**14:00 BST Optimising Operational Efficiency Through Intelligent Automation**

- Examining the benefits of automation and how it can make for a far more efficient internal operations
  - Why investment in the appropriate emerging technologies such as 5G, Big Data, bots and AI optimise ROI in the long term
- How AI can make customer service predictive rather than reactive

**15:00 BST Quick Wins for Workflow Management**

- Buying time for your internal processes and increasing reliability of your systems and processes
- Making sure you know if you should apply a process before actually doing it
- Developing talent management and learning solutions
- Achieving successful integration of new workflow processes

**Senior Representative, Syniverse**

**16:00 BST Securing Systems and Processes to Safeguard Business Operations**

- Examining why records currently being used by the oil and gas industry to track trade are still often siloed, overly complicated and vulnerable to external cyber threats
  - Exploring the financial and practical benefits of new technologies and alternative solutions to keep your operations secure
- Highlighting the importance of Proactive Maintenance, Asset Management

**17:00 BST Case Study: Intelligent Voice Routing at UBS**

*Join Henriette Jehnert as she explains why for UBS, modernizing the contact center is all about agility. Increasing the agility to respond to people's unique circumstances and needs, the ability to become more malleable and upscale and downscale certain elements of their contact center offering as the business develops and expands. But in increasing agility, there is also a need to keep OPEX down across the very many channels they run. Henriette explains how they have determined the optimal pathway forward:*

- Establishing an agile mode of work and a global model which will work across all contact center outposts
- Why UBS is keen to advocate channel consolidation and homogenisation, with a holistic technology framework across the company
- Highlighting the quest to find easy solutions for tricky problems and what has worked best so far
- Is it feasibly possible to reduce the number of customer channels in an era where some demographics prefer phone and others prefer online?
- Tips for rolling out new systems: scanning the market, trying before you buy, and testing potential technology solutions adequately in advance to ensure maximum success in situ

**Henriette Jehnert, Executive Director and Head of Multichannel Contact Center Services, UBS**