CCW
CUSTOMER CONTACT WEEK | Middle East

6-7 October | Free Online Event

TUESDAY 6 OCTOBER 2020

SESSION TOPICS ARE SUBJECT TO CHANGE

TELECOMMUNICATIONS GROUP EMPOWERS THE CONTACT EXPERIENCE WITH DIGITAL

In a time where digital is hugely important for business continuity, not only did **** embark on a journey to improve the digital contact experience, but to help their customers also move to digital. In this session, discover how technology enabled the business to empower agents in the contact centre and support customers alike.
- Improve first contact resolution rates
- Providing fast, easy to use digital channels to support the contact experience
- Efficiently training and empowering agents to serve customer needs

SPEAKER INVITED - TO BE CONFIRMED

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

SESSION RESERVED FOR **SYNIVERSE TECHNOLOGIES**

INCREASING CUSTOMER LOYALTY AND RETENTION WITH HYPER-PERSONALISATION

Retaining customers while adapting to a digital world has put businesses under immense pressures as customers are changing their buying behaviours and demanding more convenience. In this session, discover how to develop a hyper-personalisation strategy in your contact centre that relies on a blended approach of IT and the human touch.
- Utilising real-time behavioural data from multiple digital channels
- Understanding your customers with sentiment analysis
- Creating a business edge with personalised customer experiences

[SPEAKER TBC]

SUPPORTING THE MODERN CONTACT CENTRE AGENT WITH AI

Automation in customer service is not a new phenomenon, however it's almost mandatory for a business to survive in 2020. The biggest and most crucial change in the contact centre environment is how we handle customer communication. In this session, discover how AI can speed up the path to resolution for agents and customers.
- Empowering agents with intelligent guidance
- Optimizing metrics to define the performance of your contact center's day-to-day operation
- Reducing short and long term training efforts through real-time error identification.

[SPEAKER TBC]

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COMBINING CHABOTS, 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 to make the most of chatbots and contact centre technology, while 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

[SPEAKER TBC]

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

[SPEAKER TBC]

CREATING FRICTIONLESS EXPERIENCES WITH AN OMNI-CHANNEL CONTACT CENTRE

Customers crave a seamless process when they reach out to customer service - they expect to move between channels and conversations easily without having to tell their painful story multiple times. In this session, discover how an omni-channel contact centre makes operations seamless to improve frictionless experiences.
- Consolidating your data for better reporting
- Improving the agent experience with an omni channel contact centre
- Adapting to growing needs for chat, social, and self-service

[SPEAKER TBC]

PANEL DISCUSSION: **HOW ARE BUSINESSES FAST-TRACKING DIGITAL DURING THE CORONAVIRUS PANDEMIC?**

In a 'new world' where the majority of us are working from home, travelling is limited, and social distancing measures have been put in place, how are businesses across the Middle East adopting to this change?
- Are companies being forced to digitalise their operations across the entire business?
- How are customer demands being met?
- Is there a technology solution that has all the answers?

Join this panel discussion to hear from a panel of experts in the customer contact and experience industry on how they've managed their business operations in a time of disruption and major change.

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