CXN Live: Contact Centers
Draft Agenda
14-17 July 2020 | Exclusive Online Digital Event

Day One: Tuesday 14th July 2020

14:00 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 dialling, intelligent routing, on-screen caller info and smart integration to your CRM is essential for a slick handling of customers

Dave Ogden, RVP Enterprise Sales, Five9 EMEA

15:00 BST   **From Jeeves to Jarvis: The Human Experience Awaits**

Bertie Wooster had Jeeves and Tony Stark, aka 'Iron Man', had Jarvis to assist them through their travails. Though it may seem utopian, the amplification of human potential leveraging software is a near term reality. The agent experience is critical to getting the eventual customer experience right, and technology can play a critical role in the entire process, from hiring through training to ongoing assessment. However, Infosys believe that this in itself isn't sufficient, and a more appropriate lens would be to look at the entire process as the human experience. This is where, along with the right technology, design thinking fits in, bringing the best of human creativity beyond solving known problems to finding problems and constantly elevating experience to a new level. Join us as Infosys discuss:

- Why the market for customer service is ripe for a disruptive approach the 'humanware' way.
- The future will be about a combinatorial approach to yield exponential results.
- Why long call wait times, inadequately prepared staff, data fidelity issues and the resulting low NPS scores will be a thing of the past, and experience can and will improve dramatically

While we tackle the mundane issues of customer service, we will leave it to the movies and science fiction to answer more profound questions, such as, 'should I have an apple?'. Jarvis may not proffer an opinion on it, but Jeeves may have said, "An apple a day, well-aimed, keeps the doctor away".

Anand Santhanam, Vice President, Communications, Media & Entertainment, Infosys Limited
Vijay Narsapur, VP, Strategic Business Practice Head, CX & HRM, Infosys BPM
Maddee Hegde, Vice President, Infosys BPM

16:00 BST **Avoiding Self-Operating Napkins: Simplifying Operations to Deliver a Seamless Customer Experience**

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)

18:00 BST **Voice + Digital + Automation = Customer Engagement on Steroids**

- As customer service methods advance, discussing how companies can meet the need to create seamless experiences across channel
- Why upgrade customer experience through an omni-channel approach with contact center digital overlay
- Advantages to blending smart and dynamic visual interfaces, conversational A.I and live agent interactions via messaging and voice
- Benefits to establishing AI-powered visual/text/voice self-service

Venkatesh Krishnaswamy, CEO & Founder, **Koopid**

Day Two: Wednesday 15th July 2020

13:00 BST Reduce Call Volumes in 30 Minutes with Contact Center AI

Discover how DVELP saved time for M&S in their contact centre Average Handling Time through automation.

- How, to ensure that they can offer best-in-class customer experiences, Marks & Spencers asked Sabio Group to help replace a legacy phone system which routes 11 million calls to stores and contact center per annum, with an AI-powered solution to improve the accuracy, efficiency and scalability of routing.
- View a live demonstration of how to set up a contact-center AI that significantly reduces both the number of calls passed on to agents and the average handling time
- Learn how Airline (Sabio's own solution based on Twilio and Google Dialogflow) made it possible to deploy a solution for M&S in 30 days that increased routing accuracy by 70% over their existing IVR, and saved 10 seconds in handling time

Tom Mullen, CEO, DVELP (part of Sabio Group)
Stu Dorman, Chief Innovation Officer, Sabio Group

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 Maximizing Automation ROI in the Age of Disruption

Join Automation Anywhere for a practical insight into how companies are now harvesting millions of dollars in savings through automation.

- Exploring how Robotic Process Automation can amplify productivity benefits
- Using RPA to drastically improve customer experience, reduce errors and increase process transparency
- As we grapple with the cost pressures in the current uncertain environment, why companies are leveraging intelligent automation to gain productivity benefits and Rapid ROI to the tune of more than 600%

Christopher Vitek, Global Leader, Contact Center Sales, Automation Anywhere

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16:00 BST Agile CX – The New Blueprint for Today's Contact Centres?

As expectations of both customers and contact center employees become more complex and market competition becomes more intense, organisations must be able to successfully adapt at pace to move forward. An Agile CX approach accomplishes all of this, and enables Customer Service organisations to continuously provide exceptional experiences for their customers and employees regardless of what the future may bring. Compromising of 3 key pillars, Paul Turner of NICE explains how agility is critical as it enables the organisation to renew itself, change quickly and succeed in a rapidly changing, ambiguous and turbulent environment, including:

- How organisations need to reprogram the way they operate, move faster and react quicker to today's challenges.
- Focus around automation, digitisation, self service and omnichannel flexibility
- Gaining visibility and understanding insight that supports Agile CX Strategy

Paul Turner, Business Solutions Consultant, NICE

17:00 BST The Autonomous Customer 2020: Trends shaping the future of the Contact Center
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

Day Three: Thursday 16th July 2020

14:00 BST   The Evolution of Contact Centers 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 news 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

15:00 BST Deliver Scalable and Agile Customer Service From Anywhere
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

Kelly Singsank, Product Marketing Manager, Salesforce

16:00 BST   Enhancing CSAT in a Channel-Rich Environment through Mobile

In a time of global uncertainty, contact centers 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 go. In this webinar, discover practical use cases on how future-proof technologies can securely, quickly and effectively provide a better customer experience.

- How companies can improve cost and time savings with a channel-rich environment
- Establishing the benefits of directing 50% of contact volume to online self-service tools and real-time two-way chat
- How automation can help to improve customer response times by 99%

Mathias Mühlfelder, Senior Director of Product Management, Syniverse

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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

Day Four: Friday 17th July 2020

14:00 BST Optimizing Contact Center Design & Operations with Digitization and Technology

- Setting a ten-year plan and driving the contact center forward in the best possible way for the future
- Anticipating how job roles and functions will change as technology develops
- Extracting better data on customers to optimize the way in which we serve them

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15:00 BST Bringing Speed to Market and Driving a Culture of Change through Chatbot-led Development

- Using chatbots to open support tickets, answer questions, collect feedback and point customers toward helpful resources quickly and efficiently

- How chatbots can monitor conversations in real time and analyze the available data to suggest products to human agents
- Chatbot automation could save business an estimated $8 billion a year

Jay Gupta, Senior Product Marketing Manager, Talkdesk

16:00 BST [Building Better Call Experiences for Customers and Employees with Conversational AI](#)

The world is truly interconnected. Today, it's COVID-19. Tomorrow could bring the next spike in global uncertainty. The need for preparedness and agility is more important now for call centers than ever before. Content management, real-time training guides, and knowledge management systems will need to be better than ever. Join Avaamo as they identify how internal chat and AI-assisted knowledge base management options that answer customer questions can help to deliver a better experience and reduce call volumes:

- How companies should best respond to the need for work-from-home employees to obtain instant access to the correct information, which in turn will enable them to deliver a better experience
- Determine how AI can also be used to provide employees with quick and accurate answers to deliver a seamless customer experience, a better bottom line, and quickly becoming a requirement for success
- Using the power of automation to help solve 4 key issues:
  - IT Stress
  - High contact volume
  - Customer anxiety
  - Lost productivity

Mark Charron, VP, Customer Service, Avaamo

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