

# **CXN LIVE: Cloud Contact Centres Europe**

**23<sup>rd</sup> March – 24<sup>th</sup> March 2021 | Online Digital Event**

## **Day One: Tuesday 23<sup>rd</sup> March 2021**

- 13:00 GMT**      **Case Study: Reaping the Advantages of In-Built Scalability in our Cloud-Based Contact Centre Systems**
- Learnings, cost savings and efficiencies achieved from our cloud-based contact centre operations during 2020
  - Why we believe that we will continue to operate contact centre operations largely remotely in the future
  - Once you have moved to cloud-based contact centre systems, thinking about what comes next, such as chatbots, AI
  - 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
- Martin Ginnelly, Head of F&A Service Delivery, NHS Shared Business Services**  
**Mathieu Webster, Transformation and BI/Analytics Lead, NHS Shared Business Services**
- 14:00 GMT**      **Meeting Customer Demands in the New Normal with Greater Flexibility and Agility**
- How going cloud-based can enable companies to deliver a fast, personalised service, across any channel any time – which they may not be able to deliver otherwise
  - Discover how KPI-rich dashboards and reports can enable continuous contact centre performance improvement and communicate success to business leaders
  - By closing more inbound and outbound leads, how cloud-based operations can help companies to grow, improve customer retention, increase upsell and turn them into advocates
- Senior Representative, Intercom**
- 15:00 GMT**      **Panel Discussion: Equipping Your Staff With Better Customer Data**
- 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
- Senior Representative, Five9**
- 16:00 GMT**      **Increasing Scalability and Agility of Contact Centre Operations**
- How a cloud-based contact centre can offer sufficient agility to innovate and the power to scale
  - Giving your employees a complete view of your customers in a single space

- Streamlining agents day-to-day by leveraging automation, intelligent productivity tools, and integrated telephony

**Senior Representative, Calabrio**

**17:00 GMT Panel Discussion: Defining a Contact Centre for the Future**

- Why flexible, remote-worker centric, cloud-based contact centres have now become so popular
- How you can reduce employee costs through greater agent efficiency, and use the savings to reinvest in the contact centre to take your company's CX to the next level
- Using insight-driven marketing and self-service automation technologies help attract potential customers to business

**Led by Anne Marie Forsyth, CEO, CCA-Global and featuring a variety of prominent end users**

**Day Two: Wednesday 24<sup>th</sup> March 2021**

**13:00 GMT How to Leverage Cloud Infrastructure to Improve Employee Productivity**

- How companies can improve cost and time savings with a channel-rich environment
- Benefits of aligning people around a single view of the truth through personalized
- Putting measures in place to reduce interactions handled by agents, so that they can put more energy into more complex claims
- Use cases to empower and engage employees with AI-powered scheduling and self-service tools

**Kathrin Bohnert, Senior Manager, Customer Care Operations, LogMeIn**

**14:00 GMT Advocating the Cloud-Based Approach for Future Contact Centre Operations**

- 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

**Senior Representative, NICE In Contact**

**15:00 GMT 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 centres

**Senior Representative, Infobip**

**16:00 GMT Delivering a Superior CX Experience and Driving Increased Customer Loyalty**

- 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
- Understand how to support permanent work-from-home plans without compromising the quality and security of contact centre operations

**17:00 GMT**

**Strengthening CX Operations and Maximizing Revenues with a Cloud-Based Contact Setting**

- What 2020 has taught us about cloud-based technology and its potential advantages for CX operations in the future
- Results of cloud operations in action so far, and why it makes perfect sense to roll out cloud initiatives to the rest of their operation
- Increasing efficiency by enabling customers to get answers quickly and on their own terms with AI-powered bots, self-service, and live chat