CXN LIVE: Cloud-Based Contact Centres APAC

4-5 November 2020 | Online Digital Event

Day One: Wednesday 4th November 2020

09:00 AEDT / 06:00 SGT Leveraging In-Built Scalability to Address Changes to Contact Centre Volumes

2020 has been an unprecedented year, with staff necessarily needing to work from home during lockdown. Discover how Sunsuper managed to turn swiftly from an on-prem contact centre scenario to a virtual one, enabling their staff to access systems remotely and with greater accessibility, and why they believe the cloud-based contact centre model has worked:

- Success story: How we went cloud-based with our CX operations in 2020
- Cost savings and efficiencies achieved, and why we intend to continue to operate our contact centre operations largely remotely in the future
- 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

Jess Rix, Head of Customer Interactions – Contact Centre, Sunsuper, Australia

10:00 AEDT / 07:00 SGT The State of the Voice Channel and Its Role in Driving Super-Connected Customer Experiences

Attend this webinar where we will discuss why voice is such an important service channel, and how the latest innovations like Service Cloud Voice, will really change the way you service your customers and how your agents work.

Attend this session to learn:

1. How the latest innovations in voice will supercharge agent efficiency and job satisfaction
2. How to optimise voice across all your service channels like email, chat and social to deliver super-connected customer experiences
3. How MYOB have started to embark on this game-changing journey. They will talk about their CX transformation plans and the role of voice!

Matthew Watson, Director, Platform & Service Solution Engineering, Salesforce
Derek Laney, Head of Service Product Marketing, APAC, Salesforce

11:00 AEDT / 08:00 SGT The Journey to Cloud: Challenges, Goals, Value Realisation and Lessons Learned
Hear from three Genesys Cloud customers about their journey to a cloud contact centre platform.

- Challenges experienced prior to the move to cloud

- Ultimate goals in implementing a cloud contact centre platform
- Lessons learned during the implementation phase
- Value realisation from cloud contact centre transformation

Facilitator: Sian Jenkins, Marketing Director, ANZ, Genesys
Brent Alexander, National Manager, Customer Relationship Centre, Beyond Bank
Rohan Khanna, Executive General Manager – Technology, Innovation & Projects, PROBE Group
Justin Menzel, Operations Manager Customer Service, SEEK

12:00 AEDT / 09:00 SGT Transforming the Value of Your Service Organisation: Remove Complexity for Employees in the Contact Centre, or In Person
Today's contact centers have never been more complex. New channels, increasing customer and agent expectations, and the growing number of applications required for agents to serve customers continue to challenge service organisations. Many organisations are looking for ways to reduce complexity while solving for a variety of omnichannel service scenarios.

In this session hear from Oracle and University of South Australia, how we partnered together to build advanced contact center capabilities to:

- Create and capture engagement opportunities with omni-channel service management.
- Balancing humanity and automation, empowering agent productivity & workload management.
- Deliver consistent service experiences by having an interconnected, multichannel service platform to increase both employee and customer experience.

Brendan Cox, Solutions Consultant Manager, Oracle
James Imgraben, CRM Team Leader, Information Strategy and Technology Services, University of South Australia
Angelica Healey, Manager: Information Systems Projects, Information Strategy and Technology Services, University of South Australia
Danii Green, Team Leader, Student Recruitment & Admissions, University of South Australia

13:00 AEDT / 10:00 SGT   The Secret to Awesome Customer & Agent Experience: Unlocking Innovation and Analytics in the Cloud

Customer and agent expectations are evolving at rapid pace – and organisations are struggling to keep up. Many contact centres are looking to cloud solutions to remain agile and competitive, with CCaaS being the preferred model of adoption for 50% of contact centres by 2022 (Gartner). Organisations are also turning to analytics, only to waste time, resources and financial investment re-inventing the wheel and getting lost in the data. Hear from Cameron Adams, Director – Solution Consulting at NICE inContact, who will share globally-leading strategies for powering your customer and agent experiences including:

- Contact centre trends in Australia and NZ and how it compares to the rest of APAC and the world
- How to drive exceptional agent and customer experiences on every channel, every time, and from anywhere
- Delivering real value and ROI with customer analytics and real time interaction guidance – plus, see for yourself with a demo!
- How to keep up with changing consumer preferences by tapping into the latest CX innovations at unrivalled speed and agility
- Achieving optimum workforce performance and flexibility with unmatched capabilities for at-home agents, better disaster recovery, and more

Cameron Adams, Director – Solution Consulting, NICE InContact

Day Two: Thursday 5th November 2020

09:00 AEDT / 06:00 SGT   Using the Cloud to Create New Interaction Capabilities and Strengthen CX Operations

Yurika Energy know well the efficacy of cloud-based systems, particularly given that the company is a dedicated virtual power plant (VPP) operator. Yurika's VPP uses a cloud-based load control platform which provides visibility and remote control of DER through IoT devices. This has equipped Yurika with an in-depth understanding of the flexibility and agility of a cloud-based systems. Join Carly Irving as she outline's Yurika's digital transformation journey and their belief that virtual, cloud-based systems makes total sense within the contact centre too.

- Responding to their existing charter commitment to put customers at the centre of our business and the energy system, and continually innovating to provide best possible service to all
- Results of our cloud operations in action, and why it makes perfect sense to roll out cloud initiatives to the rest of their operation
- What 2020 has taught us about cloud-based technology and its potential advantages for CX operations in the future

Carly Irving, Executive General Manager, Yurika Energy, Australia

10:00 AEDT / 07:00 SGT Beyond the Research: What It Means to be a CX Champion and Why You Should Care

Hear analysts from ESG present their research on the three levels of customer service (Starters, Risers, and Champions), after which a panel will discuss the CX insights from an APAC perspective.

Adam DeMattia, Director of Custom Research, ESG
John McKnight, Executive Vice President, Research and Analyst Services, ESG
Wendy Johnstone, Chief Operating Officer, APAC, Zendesk
Kathy Dalpes, Vice President Customer Advocacy, Zendesk
Malcolm Koh, Customer Experience Strategist, APAC, Zendesk

11:00 AEDT / 08:00 SGT Fireside Chat: The Power of One Unified Platform

If 2020 has taught us anything, it is the fact that the speed of change has never been more critical to businesses. Join Brad Moore, Sales Engineer Director for 8x8, as he discusses the importance of a true end-to-end cloud communication solution that incorporates telephony, messaging conferencing, collaboration and contact centre, enabling businesses to take advantage of all modes of internal and external communication in exactly the way the business and its customers want to consume them.

Using a range of case studies, Brad will discuss the power of one unified platform, and the importance of having the ability to react quickly and remain agile in today's uncertain business environment. If you are ready for change, it can start tomorrow.

Brad Moore, Director of Sales Engineering, Asia Pacific, 8x8

12:00 AEDT / 09:00 SGT Using the Cloud to Deliver a Superior CX Experience and Drive Increased Customer Loyalty

Telstra moved many of their contact centre operations into the cloud just before lockdown hit, which fortunately enabled them to deal with the swift surge in demand and deliver an exceptional quality of customer service to their customers. Discover how the Telstra team are evolving their operations beyond Covid-19 and why cloud-based contact centre operations is working for them:

- Why we have been developing end-to-end operational capability to deliver assurance support to Telstra's Global customers
- How centralizing the Interactive Voice Response (IVR) system has enabled Telstra to be 100% operational with its BCO and working-from-home arrangements during the Covid-19 lockdown and beyond
- 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

Vinodthan Ranga Durai, Customer Experience Senior Lead, Telstra International Service Center, Malaysia