

REGISTER NOW!



**CUSTOMER
CONTACT
WEEK**

**Middle
East**

6-7 October | Free Online Event

TUESDAY 6 OCTOBER 2020

SESSION TOPICS ARE SUBJECT TO CHANGE

09:00 UAE FARFETCH IMPROVES LOCALISED CUSTOMER EXPERIENCE IN THE MIDDLE EASTERN MARKET

Online luxury fashion retail platform, Farfetch entered the Middle East market in 2018 and understood the need to deliver a localised experience to its customers in this region. In this session, discover how the luxury e-commerce company supported utilised its Middle Eastern customer data to achieved the highest CSAT score across Farfetch.

- Supporting 11 different Arabic dialects across the Middle East
- Utilising natural language processing tools to listen to its customer needs
- Aligning global data to ensure customer excellence across the business

MAHMOUD EWIDAH, CUSTOMER EXCELLENCE MANAGER, FARFETCH MIDDLE EAST

10:00 UAE GENESYS AI POWERS EXPERIENCE AS A SERVICE

When you create engagements based on empathy, customers feel remembered, heard and understood. To achieve personalized customer experiences at scale, you need the right technology and tools in place. At a high-level, it comes down to three components Data, AI, and powerful engagement tools. In this session, discover how to:

- Connect disparate data and technologies to contribute to an optimal customer journey
- Connect employees with the right tools and knowledge to drive confidence and success
- Connect customers with the right resource – human, automated, or a combination of both

MOHAMAD AFIFI, MANAGING DIRECTOR, GENESYS MIDDLE EAST

SEAN ROONEY, PRODUCT MANAGER, AI, GENESYS EMEA

AHMAD SIDAWI, SENIOR ACCOUNT EXECUTIVE, GENESYS SAUDI ARABIA

11:00 UAE IMPROVING ENGAGEMENT QUALITY WITH CUSTOMERS THROUGH MOBILE

Competing with your competitors is hard enough, your messages shouldn't be competing with other departments in your company too. In this session, discover how to streamline initiatives and speak in the singular voice your customers in every channel while improving cost and time savings with a channel-rich environment.

- Direct 50% of contact volume to online self-service tools and real-time two-way chat
- Improving customer response times by 99%
- Automating customer engagements with chatbot

MATHIAS MUEHLFELDER, SENIOR DIRECTOR PRODUCT MANAGEMENT, SYNIVERSE TECHNOLOGIES

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WEDNESDAY 7 OCTOBER 2020

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09:00 UAE 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]

10:00 UAE CREATING FRICTIONLESS EXPERIENCES WITH OMNI-CHANNEL

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]

11:00 UAE 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.

SALLY HAYDON, VP DIGITAL TRANSFORMATION & CX, **DU**

MOHAMED TAHA, (FORMER) CONTACT CENTRE OPERATIONS MANAGER, **EMAAR**

OMNIA MOSTAFA, HEAD OF CUSTOMER EXPERIENCE, **CEMEX**