



CCW Asia Online

Agenda

8-10 September 2020 | SGT | Free Online Digital Event

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Day One: Tuesday 8th September 2020

9:00 SGT Case Study: Driving Brand Loyalty Through Delivering Exceptional Customer Experience

Expedia Group is one of the world's leading travel companies, with an extensive brand portfolio which includes some of the world's most trusted online travel brands. Discover first-hand how they are using technology to help transform their relationship with customers and encourage greater loyalty:

- Case study: Using chatbots and automation for the customer journey to handle peak demand during lockdown and how this has led to a new way of interacting with customers
- Advantages of real-time monitoring of critical business operations and setting performance indicators at an interval level to monitor call volumes, average handle times, queue time, call center agent availability, call center service level adherence, etc.
- How efficiently leveraging proven loyalty tactics - coupled with emerging innovation and data science - can drive efficient results
- Every customer is different: How to utilize deep-dive data to inform future marketing campaigns, deepen the relationship with the customer and drive brand loyalty long-term

Olga Quiros, Director, Customer Operations – Asia Pacific, Expedia Group, Singapore

10:00 SGT Transform Your CX Operations Today by Harnessing the Power of AI, ML and Intelligent Automation

The need to upscale resources to meet ever-rising demands and become more digitally agile has never been greater than in 2020. In recent months, organizations have prioritized employee health and have needed to develop an adequate response to government-mandated shutdowns far beyond their digital transformation plans. Companies have had to react to situations, while seeing costs spiralling out of control, and CX divisions have been facing increased pressure. It is important to find a new way of operating which successfully enables a harmonious balance between delivering exceptional customer care on the one side, against establishing cost-efficient call processing on the other. Join Ravi Saraogi from Uniphore as he identifies the role that intelligent automation will play in enabling companies to find a new way forward:

- Learn the new shift in CX towards Conversational Service Automation (CSA) and what constitutes it
- Discover how Conversational AI can help CX teams to interpret and automate customer conversations across multiple channels, including instant messaging, chat, email, and of course traditional voice calls, thereby helping to relieve the pressure on physical staff
- Understand how to prioritize and route calls appropriately, by recognizing a caller's intent, mood, and sentiment in real time, and funneling incoming callers through self-service prompts to get to the right information.
- Find out how new contact center technologies, powered by Artificial Intelligence (AI), Machine Learning (ML) and intelligent automation can enable customer service professionals to navigate through these difficult times and put their companies on a firm footing for the future.

Ravi Saraogi, Co-Founder & President APAC, Uniphore

11:00 SGT Providing Better Customer Experience and Building Strong Customer Relationships

Zendesk helps companies to nurture customer relationships with personalized, responsive support across any channel, and the ability to track, prioritize, and solve customer support interactions. Join Zendesk as they identify the advantages of using an effective CRM to better understand customer behaviour and to foster stronger customer relationships:

- Determining the best techniques for giving customers what they want – and most importantly, quick and easy resolutions to their issues
- Benefits of putting all customer support interactions in one place, so that communication can become seamless, personal and efficient
- Discover why efficiency at the helm means more productive agents and satisfied customers and what this means for the future of Customer Service

Senior Representative, Zendesk

12:00 SGT Using Cloud-Native Intuitive Analytics to Manage People and Systems

In today's world, digital transformation of customer service operations is essential to be able to serve customers on the go, wherever they may be, and whichever device they may be using. As part of your company's own transformation of its CX operations, join Genesys as they explore the benefits of moving customer contact operations into the cloud.

- Benefits of turning to a desktop system which can handle every interaction and brings up real detail on every customer in real time – essential for avoiding siloed applications and the need to repeat information, which frustrates both customers and agents
- Advantages of adopting a unified communication approach, and being open to collaboration in the cloud, so that employees can talk, chat, video, group chat, or search for and find the expert they need to resolve the issue at hand, and operate remotely if needed
- As online communications expand, why it is vital to get the right systems in place to avoid a data deluge and opting for systems and processes that let you organize data efficiently, so that the data you need is at your fingertips whenever you need it

Senior Representative, Genesys

Day Two: Wednesday 9th September 2020

9:00 SGT How a Highly Digitalized Contact Center Can Stay Human and Deeply Engaged with Customers

Based in China and formerly Head of the Customer Relations Center for Nespresso China, Anna Wang is now Head of Customer Service for audio technology manufacturer Bose Corporation, renowned worldwide for high quality and an exceptional customer experience. While advocating the advantages of new technology within a CX operation, Anna sees great value in retaining a human element at the core:

- Digital interactions: Pros and cons as a trend today
- The need to reposition contact center staff focus and development
- Case study: When chatbots beat customer service reps in both quality and quantity
- How to stay human and deeply engaged with customers while becoming more digital

Anna Wang, Head of Customer Service, Greater China & Japan, Bose Corporation

10:00 SGT Achieving True Operational Excellence in the Contact Center

- True operational excellence means greater flexibility, elasticity, agility and scalability to handle all levels of demand, across all geographies. Is your organization already doing this?
- Why it is essential to keep operations fully secure and safeguard all customer data with care. Techniques to adhere to privacy laws and avoid all data breaches so that you can have peace of mind and assure customers of your integrity
- Highlighting best practice and strategic case studies showcasing how companies can achieve operational excellence long-term

11:00 SGT Optimizing Workforce Planning and Delivery

- Discover why digitization means that the shape and nature of the contact center workforce is changing. How do you implement new technologies and bring your staff along with you?
- Upskilling current staff to make sure that any customer service changes that are implemented will stick and be adopted into the long term
- Building brand loyalty among contact center staff – the biggest advert for your corporation.
- Identifying the strategies that you need to adopt to ensure that your workforce is fully equipped to provide an optimal service for all customers, across all touchpoints

12:00 SGT Leading the Way in Customer Service in Sri Lanka

Thriving as a superior customer service provider in the market, discover how Softlogic Life is riding a new wave of customer engagement by setting new benchmarks for the rest of the industry:

- Fulfilling the six commandments of Customer Service: Empathy, personalization, simplicity, meeting expectations, resolution speed, integrity
- Using insight-driven marketing and self-service automation technologies help attract potential customers to business
- Highlighting recent digital achievements including tele-underwriting and app-based underwriting – both firsts in the Sri Lankan life insurance industry

Thilanka Kiriporuwa, Chief Corporate Services Officer, Softlogic Life, Bangladesh (confirming)

Day Three: Thursday 10th September 2020

9:00 SGT Case Study: Delivering a World Class Customer Experience

Based in Singapore, Anila Fredericks heads up the International Services Centre for Telstra and is responsible for the Operations and Customer Experience teams delivering assurance support to Telstra's Global customers. Discover how the Telstra team are continuing to evolve to provide best possible QoE for customers during Covid-19 and beyond:

- Sharing top tips from building, managing and developing end-to-end operational capability to deliver assurance support to Telstra's Global customers
- How with digital transformation, companies can deliver a world class customer experience renowned for quality, intimacy and reliability
- Case study: 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
- Results from the launch of our new Customer Service portal

Anila Fredericks, Head of Customer Service Operations, Telstra International Service Centers

10:00 SGT Monetizing Customer Insights to Drive Better Performance and Profitability

- Determining how best to amplify customer centricity and CX excellence
- Why it is not just data that it is important – it is getting to the right data which is the key
- Determining strategies for unlocking the information you really need, and automating it for valuable ongoing insights
- Performing effective deep-dive analytics and data mining to establish greater levels of engagement, leading to greater ARPU and tangible ROI

11:00 SGT Future-Proofing Contact Centres in the Digital Age

To survive in the age of Covid-19 and a post-Covid world, organizations are redefining business models and processes, as well as accelerating digital transformation and innovation to brace themselves for the 'new normal'. Join us as we deep-dive into industry-specific CX trends and technology developments to determine the winning CX strategies which can set your business apart from the rest:

- Anticipating the future landscape for customer service in Asia in a post-Covid world, and the technologies and solutions that are likely to prosper
- Learn how to provide empathic engagement and enhance customer contact and experience across all touch points
- In a post-Covid world, why utilizing the cloud for CX operations is so important and how you can use it to enable your company to operate from anywhere, anytime

12:00 SGT Using Advanced Analytics to Develop a Better Understanding of Customers

- How to use data to improve customer satisfaction, loyalty and sales, gain greater customer insights and reinforce digital marketing capabilities
- How we have implemented a new digital transformation strategy which sets customer personalisation as a top priority for all digital sales channels
- Why it is important to touch every stage of a customer's experience

K V Dipu, President & Operations and CX Head, Bajaj Allianz General Insurance Company, India