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Empowering Smarter, Competitive and innovative Contact Centres with Essential CX Strategies

Wednesday, 27 May, 2020

09:00AEST **ANZ BANK SHIFTS FOCUS FROM PERFORMANCE METRICS TO BEHAVIOURS IN THE CONTACT CENTRE**

Businesses can introduce new methods for their customers to contact them by, however for anyone wanting to discuss their finances, they'll ultimately need to speak to a trustworthy advisor directly. In this session, discover why and how ANZ bank shifted their focus from agent performance metrics, and worked towards creating a healthy environment for their agents in the contact centre.

- Introduced IVR to delight their customers
- Improve quality and volume of first call resolutions
- Utilizing data and analytics to become more proactive than reactive

Matt Butler, Senior Development Channel Manager, **ANZ Bank**

10:00AEST **LEAD SPONSOR KEYNOTE: SALESFORCE CASE STUDY**

Customer expectations have not slowed down; demands are constantly changing and for businesses to stay competitive, they need to keep up. For contact centres, one thing will remain the same, and that's the level of rapport between the agent and the customer. In this session, join Salesforce in a case study presentation on how they are disrupting the modern contact centre.

- The shift in focus has gone from technology to the agent
- Technology is now used to aid the agent rather than the business alone
- Customers want a frictionless customer experience

Speaker to be confirmed, **Salesforce**

11:00AEST **SESSION RESERVED FOR ZENDESK**

As service experience increasingly drives customer loyalty, it's more and more evident that customers expect choice in the channels they use to engage with your business. In this session, discover how to design channel flexibility for a seamless customer experience.

- Deliver better context, smoother interactions, and less repetition
- Grow with more productive agents and satisfied customers
- Grow five times faster with improved customer experience

Speaker to be confirmed, **Zendesk**

12:00AEST **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

Tarun Mehta, Global Industry Leader, **Automation Anywhere**

Sessions are subject to change



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Thursday, 28 May, 2020

09:00AEST **BANKWEST HITS NEW RECORDS IN THE CONTACT CENTRE WITHIN 7 MONTHS**

In 2019, Bankwest looked to upgrade their contact centre and improve their customers' experience and therefore focused on their agents and introduced Lean Six Sigma capabilities in order to achieve operational efficiency. In this session, discover how Stephen:

- Improved average speed to answer from 500 seconds to <60 seconds
- Improved NPS from 40 to 62
- Increased first call resolution score from 48% to >56%

Stephen Dargan, Head of Contact Centres, **Bankwest**

10:00AEST **HOW AI IS TRANSFORMING YOUR BUSINESS, CUSTOMER SERVICE, AND THE AGENT EXPERIENCE**

As with the consumerisation of "smart" products in our everyday lives, from Siri to recommendation engines on Amazon, new customer expectations are being created. This is creating a sense of urgency — your business must meet and exceed, or risk losing your customers to competitors who are innovating customer service to mimic the consumer experience. In this session, discover how AI can be the key to transforming customer service.

- Revolutionise the Agent Experience
- Deliver on metrics that matter
- Lead to better business for your company

Speaker to be confirmed, **Salesforce**

11:00AEST **FROM CALL CENTRE TO DIGITAL CONTACT CENTRE: BUILDING YOUR DIGITAL TRANSFORMATION STRATEGY**

A truly digital contact centre redefines the customer experience from start to finish. In this session with practical examples, discover how digital transformation can breathe a new lease of life into your contact centre.

- How to integrate the human touch with digital experiences
- Driving customer satisfaction through digital transformation
- Managing channel volume and staffing for new roll-outs
- Identifying which tools and channels can assist with your digital transformation

Speaker to be confirmed, **Genesys**

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10:00AEST **BUILDING A CHANNEL-RICH ENVIRONMENT YOUR CUSTOMERS WILL LOVE**

Companies who offer customers a channel-rich environment are found to have 30 per cent more lifetime value than single channel customers. In this session, discover how to create customer journeys and interactions that can flow across a range of contact channels.

- Implementing an omnichannel solution effectively
- How to pick the best messaging provider for your needs
- Creating a seamless experience with channel orchestration and message flow management

Mathias Muehlfelder, Senior Director Product Management, **Syniverse**

12:00AEST **VOLKSWAGEN ANZ SAVED 30% OF COSTS IN LABOUR WITH CC TECHNOLOGY**

Over the last four years, VW has undergone a journey of change by adopting the right technologies to support its processes in the contact centre, and moving its premised based tech, to web based cloud. In this session, discover how the business integrated new tools into their legacy architecture and achieved cost savings through cloud based technology for remote based agents.

- Automate simple tasks in the contact centre Integrate new technology into existing legacy architecture
- Track CC performance through tracking analytics and real time feedback
- Create an environment of change and motivate agents in the contact centre

Tristan Fardy, Customer Experience Manager, **Volkswagen**

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