

CONTACT CENTRE SUMMIT VIC

THE FUTURE OF CUSTOMER CONTACT

WEDNESDAY AUGUST 16TH, 2023
MARVEL STADIUM, MELBOURNE



SPEAKERS



John Merritt

Head of Customer Experience, Sales & Operations



Renee Moore

Customer Contact Director



Anousone Keomany

Head of Member Services



Patrick Ryan

Head of Customer Experience



Stefanie Vrillas

Senior Manager Customer Care



Gregory Chong

Head of Contact Centres

KEY TOPICS

- Utilising customer service to press on business intel for growth
- Develop & integrate emerging tech in your contact centre strategy
- Resolve enquiries faster & build a better customer experience
- Aligning CS staff to overall CX strategy

WHO WILL ATTEND?

Heads/GMs of:

- Contact Centre
- Customer Care
- Customer Strategy
- Customer Service
- Customer Experience
- Service Centre

SUMMIT AGENDA

WEDNESDAY AUGUST 16TH, 2023

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS

From Chairperson



9:10 ATTENDEE SPOTLIGHT

Contact Centre Challenges in 2023 & Beyond

9:40 PANEL DISCUSSION: HOW TO RESOLVE ENQUIRIES FASTER TO SUPPORT A BETTER CUSTOMER EXPERIENCE

- Utilising personalisation to achieve greater customer resolutions
- Balancing speed and quality in resolving enquiries
- The importance of customer-centricity

John Merritt, Head of Customer Care, Energy Australia
Dane Burgess, Director of Customer Support, Linktree
Lauren Reid, Chief Customer Officer, Navy Health

10:20 CASE STUDY: BUILDING THE FUTURE CUSTOMER CHANNEL STRATEGY

10:50 MORNING TEA & NETWORKING

11:20 PANEL DISCUSSION: MANAGING & MAINTAINING A HYBRID CONTACT CENTRE WORKFORCE

- How technology can support a distributed workplace
- Empower your workforce to drive productivity
- Aligning CS staff to the overall CX strategy
- How your employee experience can affect your customer experience

Renee Moore, Customer Contact Director, Bega Cheese
Anousone Keomany, Head of Member Services, TelstraSuper
Gregory Chong, Head of Contact Centres, Booktopia

12:00 CASE STUDY: EVOLUTION OF THE CONTACT CENTRE BEYOND THE AI HYPE

12:30 LUNCH & NETWORKING



1:10 INTERACTIVE WORKSHOPS

- Delivering inclusive customer experience with less agents
- Elevate your service quality across all customer touchpoints
- Doing more with less: Shifting priorities for CX leaders
- Driving a superior agent experience in the contact centre
- Create a knowledge sharing culture without information overload

1:50 PANEL DISCUSSION: HARNESSING THE POWER OF DAILY CUSTOMER INTERACTIONS

- Utilising customer service to press on business intel for growth
- Discovering a 360 view of your customers
- Implementing a customer retention strategy based on customer data

JP Camilleri, Head of Customer Operations, CitiPower & Powercor

Patrick Ryan, Head of Customer Experience, Sportsbet
Stefanie Vrailas, Senior Manager Customer Care, Coles

Amanda Romeo, Head of Customer Operations, ahm Health Insurance

2:30 CASE STUDY: CHATGTP - FRIEND, FOE OR AI OVERLORD!

3:00 AFTERNOON TEA & NETWORKING



3:20 CONTACT CENTRE SCENARIO

3:40 KEYNOTE: CONTACT CENTRE OF THE FUTURE: WHAT'S COMING NEXT FOR AN INDUSTRY THAT EVOLVES EVERY WEEK?

Simon Kriss, Non Executive Director, CX Innovation Institute

4:10 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS