

# CONTACT CENTRE SUMMIT NSW

## THE FUTURE OF CUSTOMER CONTACT

WEDNESDAY FEBRUARY 14TH, 2024  
DOLTONE HOUSE - DARLING ISLAND  
NSW



### SPEAKERS



Gregory Chong  
Head of Contact Centres

booktopia  
Australia's local bookstore



Deborah Dolan  
Head of Customer Experience

BINGO  
INDUSTRIES



Toby Ellis  
Head of Customer Services

AMP



Tim Powell  
Head of National Contact Centres & Payments

Teachers Mutual Bank



Sally Sylvester  
Head of Customer Solutions

O'Brien  
Glass with care



Ahmed Jamal  
Head of Customer Contact & Operations

frucor  
SUNTORY

### KEY TOPICS

- Create better digital experiences and enable self-service
- How contact centres can leverage AI without losing the human touch
- Driving retention in a high turnover workforce
- Creating a supportive culture: Fostering mental health awareness and acceptance

### WHO WILL ATTEND?

Heads/GMs of:

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

# SUMMIT AGENDA

WEDNESDAY FEBRUARY 14TH, 2024

## 8:30 REGISTRATION, COFFEE & NETWORKING

### 9:00 WELCOME REMARKS

From Chairperson



#### 9:10 ATTENDEE SPOTLIGHT

First call resolutions - dream or reality?

### 9:40 PANEL DISCUSSION: THE JOURNEY TO WORLD-CLASS CUSTOMER CARE

- Create better digital experiences & enable self-service
- Shifting from cost centre to profit centre
- Understanding the evolving role of contact centres
- Enhancing CX for increased customer loyalty & lifetime value

**John Connolly**, Head of Customer Contact Centre, Newcastle Greater Mutual

**Ahmed Jamal**, Head of Customer Contact & Operations, Frucor Suntory

**Kyle Walsh**, Manager of Contact Centre & Operations, Ausgrid

**Vanessa Wong**, Head of Customer, Cleanaway

Moderator: **Mike Johnson**, Sales Director, Nice

### 10:20 CASE STUDY: THE AUGMENTED AGENT - DEEPER CONNECTIONS OR DEEP FAKES

**Luke Jamieson**, Solutions Consultant, Upland Software

## 10:50 SPEED NETWORKING

## 11:00 MORNING TEA

### 11:30 PANEL DISCUSSION: NEXT-GENERATION TECHNOLOGIES & THEIR ROLE IN TRANSFORMING CUSTOMER SERVICE DELIVERY

- Integrating CRM systems for a 360-degree view of customers
- Exploring how automation can streamline customer interactions
- Optimising agent performance & promptly addressing CX issues

**Tim Powell**, Head of National Contact Centres & Payments, Teachers Mutual Bank

**Deborah Dolan**, Head of CX, Bingo Industries

**Patrick Lloyd**, Director Enterprise Workflow Technology Support, ATO

### 12:10 CASE STUDY: RETAIN CUSTOMERS AND REDUCE COSTS WITH AI

**Riyaz Mohammed**, Lead Solutions Engineer, RingCentral

## 12:40 LUNCH & NETWORKING



### 1:20 INTERACTIVE WORKSHOPS

- Elevating customer experiences: The future of contact centre outsourcing
- Leveraging AI and Speech Analytics to drive critical business metrics and automate Quality Management in contact centres
- Disruption by design: Breaking, assessing and improving virtual assistants
- Should AI always be watching and listening? Managing hyper personalisation in a digitally risk adverse world to drive better customer experiences
- Elevating Contact Centre Communications Using Advanced Voice Solutions
- Breaking Language Barriers: Enhancing CX in Contact Centres
- Scaling outbound customer contact operations: Strategies for growth and efficiency

### 2:00 PANEL DISCUSSION: CONTACT CENTRE WORKFORCE CAPABILITIES - MEETING DEMAND THROUGH EXCEPTIONAL EX

- Best practice for employee recognition & rewards
- Understanding key factors contributing to high turnover rates in contact centres
- Upskilling for the new nature of work
- How your employee experience can affect your customer experience
- Career development & growth opportunities

**Sally Sylvester**, Head of Customer Solutions, O'Brien Glass

**Toby Ellis**, Head of Customer Services, AMP

**Blair Redfern**, Head of Customer Support, Spaceship

Moderator: **Adele Sheers**, Associate Director, Datacom

### 2:40 CASE STUDY: OPTIMISING CUSTOMER CHANNEL STRATEGY: UNVEILING CUSTOMER CHANNEL PREFERENCE THROUGH DATA ANALYSIS

**Maurice Zicman**, Vice President, Teleperformance

## 3:10 AFTERNOON TEA & NETWORKING

### 3:30 KEYNOTE: CREATING A SUPPORTIVE CULTURE: FOSTERING MENTAL HEALTH AWARENESS AND ACCEPTANCE

**Gregory Chong**, Head of Contact Centres, Booktopia

## 4:00 CLOSING REMARKS AND NETWORKING DRINKS

## 5:10: EVENT END