

# CONTACT CENTRE SUMMIT VIC

THE FUTURE OF CUSTOMER CONTACT

WEDNESDAY AUGUST 28TH, 2024

MARVEL STADIUM, MELBOURNE, VIC



## SPEAKERS



Lee Wolahan  
Police Negotiator



VICTORIA POLICE



Jeanine Nieuwenhuizen  
Chief Customer Officer



Jason Smith  
Director of Customer Experience



Vanessa Kraut  
National Contact Centre Manager



Emma Hounsell  
General Manager Contact Centres



Elisa Iurato  
Chief Customer and Retail Officer



## KEY TOPICS

- The journey to world-class customer care
- Building seamless customer journeys through a holistic omnichannel strategy
- Prioritising employee experience to boost contact centre capabilities
- Transforming contact centres from cost to profit

## WHO WILL ATTEND?

Heads/GMs of:

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

# SUMMIT AGENDA

WEDNESDAY AUGUST 28TH, 2024

## 8:30 REGISTRATION, COFFEE & NETWORKING

## 9:00 WELCOME REMARKS



### 9:10 ATTENDEE SPOTLIGHT

Designing the contact centre of the future

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

- Enabling self-service to create better digital experiences
- Shifting from cost centre to profit centre
- Understanding the evolving role of contact centres

**Elisa Iurato**, Chief Customer & Retail Officer, World Vision  
**Jeanine Nieuwenhuizen**, Chief Customer Officer, City of Boroondara

**Ben White**, Head of Contact Centre, Bank Australia

**Emma Hounsell**, General Manager Contact Centres, Bupa

**Moderator: Eleni Miller**, General Manager Customer Service & Business Support, APT Travel Group

## 10:20 CASE STUDY: HUMAN OVER HYPE: DESIGNING EXPERIENCES THAT ACTUALLY MATTER

**Samantha Middlebrook**, Vice President of Product Strategy & Marketing, Upland Software

## 10:50 SPEED NETWORKING

## 11:00 MORNING TEA

### 11:30 PANEL DISCUSSION: BUILDING SEAMLESS CUSTOMER JOURNEYS THROUGH A HOLISTIC OMNICHANNEL STRATEGY

- Integrating disparate channels for a 360-degree view of customers
- Exploring key metrics to measure channel success
- Leveraging key customer data to personalise interactions

**Daniel Bye**, Head of Customer Connections & Requests, CitiPower & Powercor

**Jason Smith**, Director of Customer Experience, Foxtel

**Greg Curcio**, Director of Customer & Performance, Knox City Council

**Moderator: Peta Howard**, Senior Manager - Customer Success, Genesys

## 12:10 CASE STUDY: AI IN ACTION : REVOLUTIONISING CUSTOMER & EMPLOYEE ENGAGEMENT

**Steven Jurisic**, Solutions Engineer, RingCentral

## 12:40 LUNCH & NETWORKING



### 1:30 INTERACTIVE WORKSHOPS

- Customer case study with MLC Life Insurance: driving critical business metrics and automating quality management in contact centres
- Smarter technology strategies for contact centres : navigating the engagement capacity gap with automation & analytics
- Breaking barriers: enhancing multi-lingual support in contact centres
- Empowering contact centers with AI: transforming business communications and customer support
- Breaking down CX silos in order to improve customer experience

## 2:10 PANEL DISCUSSION: PRIORITISING EMPLOYEE EXPERIENCE TO BOOST CONTACT CENTRE CAPABILITIES

- Best practice for employee recognition and rewards
- Understanding key factors contributing to high turnover rates in contact centres
- Upskilling for the new nature of work
- Career development and growth opportunities

**Kevin Watts**, Head of Customer Service Excellence, Alinta Energy

**Brandon Davis**, Director of Contact Centre, Uniting Agewell

**Avryl Zangalis**, Head of Service Delivery, CPA Australia

**Vanessa Kraut**, National Contact Centre Manager, Bega Group

**Moderator: Anthony Brown**, Director of Solution Consulting, NICE

## 2:50 CASE STUDY: OPTIMISING CUSTOMER CHANNEL STRATEGY: UNVEILING CUSTOMER CHANNEL PREFERENCE THROUGH DATA ANALYSIS

**Maurice Zicman**, Vice President, Teleperformance

## 3:20 AFTERNOON TEA & NETWORKING

### 3:40 KEYNOTE: NEGOTIATION TECHNIQUES WE CAN TAKE FROM CRITICAL INCIDENT RESPONSE

- Exploring transferrable skills from frontline police negotiation: communicating under pressure, understanding perceptions, enhancing credibility and authority

**Lee Wolahan**, Police Negotiator, Victoria Police

## 4:10 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

## 5:20: EVENT END