

CONTACT CENTRE SUMMIT NSW

EVOLVING CUSTOMER SERVICE WITH CHANGING CUSTOMER & EMPLOYEE NEEDS

THURSDAY 13TH FEBRUARY 2025
DOLTONE HOUSE, DARLING ISLAND
SYDNEY, NSW



SPEAKERS



JARROD HOWARD

Deputy Chief Executive Officer
Customer Service Delivery



MAHDI BEHARDIEN

Emergency Services Call Centre
Manager



Domain

GABRIJELA JUEL

Director Customer Experience
Operations



LAURENCE FONSDITURI

Head of Customer - New ventures



TINA MORRELL

General Manager, Customer
Strategy & Experience Design



NICOLE DOLLIN

General Manager, Customer
Contact & Distribution

KEY TOPICS

- Envisioning the contact centre of the future
- Revolutionising Self-Service Delivery: How much is too much?
- The Employee Era: Managing employee burn-out & mental health concerns
- Creating an emergency response plan & the mentality behind vulnerable calls

WHO WILL ATTEND?

- Head of Contact Centre
- Head of Customer Service
- Head of Customer Engagement
- Head of Customer Support
- Head of Customer Operations
- Head of Customer Experience

SUMMIT AGENDA

THURSDAY 13TH FEB 2025

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS FROM THE CHAIR

9:10 OPENING KEYNOTE: LEARNINGS FROM SERVICES AUSTRALIA'S CONTACT CENTRE

 **Jarrold Howard**, Deputy Chief Executive Officer
Customer Service Delivery, Services Australia

9:40 PANEL DISCUSSION ENVISIONING THE CONTACT CENTRE OF THE FUTURE

- Transforming contact centre strategy & structure with the customer in mind
- Diversifying contact channels for customer satisfaction
- Adopting remote and hybrid working models in contact centres

Tina Morrell, General Manager, Customer Strategy & Experience Design, Qantas

Nicole Dollin, General Manager, Customer Contact & Distribution, NRMA

Taimoor Khan, Director of Customer Experience, Mad Paws

10:20 A 360 VIEW OF YOUR CUSTOMER JOURNEY TO IMPROVE CUSTOMER RETENTION & LOYALTY

10:50 MORNING TEA & NETWORKING



11:20 INTERACTIVE: EFFECTIVE RESOLUTION STRATEGIES IN HIGH-PRESSURE SCENARIOS
Luke Jamieson, Global CX Thought Leader

11:50 PANEL DISCUSSION REVOLUTIONISING SELF-SERVICE DELIVERY: HOW MUCH IS TOO MUCH?

- The importance of human connection
- Replace v Assist: The practical application of emerging tech to transform contact centres
- How age demographic changes the way people interact with customer service
- Self service efficiencies to reduce costs & increase revenue

Gabrijela Juel, Director Customer Experience Operations, Domain

Patricia Occelli, Director Community & Customer Experience, Woollahra Municipal Council

Angela Grayson, Associate Director Customer Care, HelloFresh

12:30 A SEAMLESS OMNICHANNEL EXPERIENCE TO DRIVE EXCELLENT CX

1:00 LUNCH & NETWORKING



1:50 INTERACTIVE WORKSHOPS

- Internal chatbots to improve employee experience
- Augmented Agents in Action: Real-world applications & case studies
- Leveraging data analytics to observe customer behavior & improve customer journey
- Ensuring data privacy & security in contact centers to increase customer trust
- Remote work & virtual contact centers to improve staff flexibility & retention
- Using customer feedback for continuous improvement

2:30 PANEL DISCUSSION THE EMPLOYEE ERA: MANAGING EMPLOYEE BURN-OUT & MENTAL HEALTH CONCERNS

- How leaders can support contact center teams through tough customer interactions
- Quality training to ensure that employees are adequately equipped
- Navigating burn-out & mental health concerns in your team
- Investing in career development & growth opportunities

Laurence Fonsdituri, Head of Customer - New ventures, Coles

Aneta Field, Senior Manager, Customer Support, Honey Insurance

Tahlia Bell, Global Contact Centre Lead, Flight Centre

3:10 INNOVATING THE CONTACT CENTER: AUTOMATION TO STREAMLINE CUSTOMER INTERACTIONS

3:40 AFTERNOON TEA & NETWORKING

4:00 KEYNOTE: THE PSYCHOLOGY BEHIND MANAGING VULNERABLE CALLS & THE IMPACT ON MENTAL WELL-BEING

Mahdi Behardien, Emergency Services Call Centre Manager, Triple Zero

Diane Barnett, National Operations Manager, Triple Zero

4:30 CLOSING REMARKS

4:40 NETWORKING DRINKS

5:40 EVENT END
