

# 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

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## 8:30 REGISTRATION, COFFEE & NETWORKING

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## 9:00 WELCOME REMARKS FROM THE CHAIR

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

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

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### 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

**Bronwyn Riley**, Head of Core Customer Services, Commonwealth Super Corporation

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

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## 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

**Amy Dennerly-Minturn**, Head of Customer Service, The iconic

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

**Angela Grayson**, Associate Director Customer Care, HelloFresh

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## 12:30 A SEAMLESS OMNICHANNEL EXPERIENCE TO DRIVE EXCELLENT CX

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## 1:00 LUNCH & NETWORKING



### 1:50 INTERACTIVE WORKSHOPS

- Elevating Customer Support with Conversational AI: Virtual Agents & Chatbots Enhancing CX
- Out-Sourcing in a Hybrid World: Blending Onshore and Offshore Teams for Maximum CX Impact
- Leveraging data & AI to observe customer behavior & improve customer experience
- Ensuring data privacy & security in contact centers to increase customer trust
- Remote work & virtual contact centers to improve staff flexibility & retention

### 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

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### 3:10 DRIVING OMNICHANNEL EXCELLENCE: INTEGRATING DIGITAL CHANNELS FOR UNIFIED CUSTOMER EXPERIENCES

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## 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

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## 4:30 CLOSING REMARKS

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## 4:40 NETWORKING DRINKS

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## 5:40 EVENT END

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