

Contact Centre Summit VIC

📅 27 August 2025 📍 Marvel Stadium, Melbourne

FEATURED SPEAKERS



Ben Coughlin
Chief Customer Officer



Deanne Martin
Head Of Customer Service



Patrick Vardhan
Head of Customer Support



David Baker
Deputy Chief Officer Operations -
Capability



Alex Kocher
Head of Technology, Assisted
Channels - Contact Centre &
Conversational AI



Rhona McPherson
General Manager Smart Centres
Operations Division



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



Discussing approaches to
& the mentality behind
vulnerable calls

WHO WILL ATTEND

Head of Contact Centre
Head of Customer
Support

Head of Customer Service
Head of Customer
Operations

Head of Customer Engagement
Head of Customer
Experience

Contact Centre Summit VIC

AGENDA

8:30AM REGISTRATION & REFRESHMENTS

9:00AM WELCOME REMARKS

9:10AM OPENING KEYNOTE

Key Learnings From Services Australia's Contact Centre: Elevating Customer Service

Rhona McPherson, General Manager Smart Centres Operations Division, Services Australia

9:40AM PANEL DISCUSSION

Modernising the Contact Centre: Balancing Leadership, Change & Service Excellence

- Rethinking traditional contact centre models to meet customer expectations
- Effective decision making in times of uncertainty
- Leadership approaches prioritising staff well being through organisational change

Agnes So, Chief Customer & Product Officer, HotDoc
JP Camilleri, Head of Customer Operations, CitiPower & Powercor
Anna Tyun, Head of Passenger Experience, 13cabs

10:20AM CASE STUDY

AI Powered Contact Centres Reimagining Customer Interaction

10:50AM MORNING TEA & NETWORKING

11:20AM INTERACTIVE SCENARIO

11:50AM 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

Ben Coughlin, Chief Customer Officer, Webjet
Patrick Vardhan, Head of Customer Support, MYOB
Alex Kocher, Head of Technology, Assisted Channels - Contact Centre & Conversational AI, NAB
Moderator: **Ashwin Thomas**, AVP Client Success, ValueLabs

12:30PM PRESENTATION

Speed up operations and scale your teams through DevOps automation

1:00PM LUNCH & NETWORKING

1:40PM INTERACTIVE WORKSHOPS

- Enhancing collaboration in contact centre hybrid work environments
- Seamlessly managing remote agents using cloud-based contact centre technology
- Bridging the gap: How staffing levels and employee engagement influence overall customer experience
- Analysing feedback trends to identify opportunities for growth & improvement
- Balancing automation and human connection in customer interactions

2:20PM 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

Deanne Martin, Head Of Customer Service, SEEK
Kirk Richards, National Contact Centre Manager, Bupa
John Harley, Capability Advisor to Australia's Police Negotiators, Victoria Police

3:00PM PRESENTATION

Speed up operations and scale your teams through automation to enhance problem solving

3:30PM AFTERNOON TEA & NETWORKING

3:50PM KEYNOTE

Operating under High-Pressure: Leading with Clarity & Calm through Critical Events

David Baker, Deputy Chief Officer, Victoria State Emergency Service

4:20PM

CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

5:20PM EVENT CONCLUDES