The contact centre is perfectly placed to become the beating heart of an organisation's customer engagement strategy, to become the Customer Engagement Hub of the future. The contact centre is where the brand lives or dies in the eyes of the customer.

It is the place where real, in-depth customer insight sits. It is the contact centre that can deliver on the entire customer experience. But this will only happen if organisations understand that customers are now in control of the channels they choose to interact with organisations. Our Future of the Contact Centre Directors Forum will look at what the contact centre of the future should look like as our customers continue to change their behaviour in this digital age.

**SPEAKERS TO DATE INCLUDE:**

- Opening keynote: *How Future Technology Will Impact Contact Centres and the way we Engage With Colleagues and Customers*
- **Chair**, Martin Hill-Wilson, Founder, *Brainfood Consulting*
- Simon Separghan, Director of Global Contact Centres & Omnichannels, *Barclays*
- Dr Nicola Millard, Head of Customer Insight & Futures, *BT*
- Glenn Hurley, CEO, *Compliance3*
- Cathy Brown, Executive Director, *Engage for Success*
- Paul Baxter, Head of *Chaucer Direct*
- Samuel Kaye, Senior Operations Manager, Customer Contact, *The Co-Operative Bank*
- Vatsana Gordon, Head of Workforce Management, *Homeserve*
- Megan Neale, Global Head of Engagement Centres, *Unilever*
- Giles Mccllland, Principal Lecturer at *University of Central Lancashire*
- Mike Havard, Director, *Ember Services*
- Tony Smith, Head of Business Development, CCAAS, *Dimension Data*

**TOPICS INCLUDE:**

- Digital Future
- Future of Work in the Contact Centre
- Multichannel
- Outsourcing
- Automation, A.I. and IoT
- Social Customer
- Data & Analytics
- Insight & Transformation

**WHO WILL ATTEND:**

Directors, Senior Executives, Management and Heads of Contact Centres responsible for customer and employee engagement.

Delegate roles include:

- Customer Service
- Customer Experience
- Customer Insight
- Customer Strategy
- Digital Customer Experience
- Customer Loyalty
- Contact Centre
- Social Media
- CRM
- Marketing
- Direct Marketing
- Digital Marketing Specialists
- HR
- Operational
CONFIRMED PRESENTATIONS TO DATE INCLUDE:

Opening Keynote:
How Future Technology Will Impact Contact Centres and the way we Engage With Colleagues and Customers

The Co-operative Case Study:
Just Trying to Keep My Ever More Demanding Customers Satisfied
It’s no secret that customers and their expectations are changing but do you really know just how fast? Imagine the 36,000 tweets sent in the time it’s taken you to read this. Ten years ago it was just birds that tweeted. Today customer are demanding brilliant experiences in whatever they do and if it doesn’t go right they’re more mobile and have louder voices than ever before. So, how in the midst of such turbulent change do you navigate through the noise, replot the course and not unbalance the scorecard? At the Co-operative Bank this is exactly what we’re doing. And this is how we’re doing it award winningly brilliantly.

Customer Experience 2020:
Looking Ahead – Planning a Route
For the past 18 years the Dimension Data Global Contact Centre Benchmarking Report has tracked the evolution of customer experience delivery from the telephone-dominated contact centres of the 1980’s to the multi-channel, digital-first diversified customer operations of today. Our presentation will give the first glimpse of the 2016 findings, providing insight-driven pointers to expected evolution over the next five years including:

- The role of the contact centre – fall-back support for a digital front line, or integrated omni-channel hub at the heart of the business?
- The potential for automation – low-cost management of low-value interactions, or channel of choice fuelled by personalisation and AI?
- Social media – consumer playground, primary service channel or mainstream sales and revenue driver?
- Access to technology – who calls the shots, the enterprise, the IT Dept or you?

Building an On Demand Service Ecosystem:
A Unilever Innovation Study
For years we have been architecting business process & technology both vertically & horizontally. In the digital business era, we should not be thinking about “stacks” at all, we need to be thinking about mash and ecosystems. In this session Megan Neale, Global Head of Consumer Engagement Centres will share how Unilever are evolving to provide on-demand service that connects people, business, things & technology across the entire enterprise in a way that is designed to deliver superior customer service & business insight that provides real competitive edge.

How Call Centre Teams Proactively Adjust Aspects of Their Work to Create More Meaningful Customer Experiences
Job crafting is a self-initiated behaviour in which individuals or teams change aspects of the work to make the work more meaningful. Collaborative job crafting is associated with higher employee engagement and team performance. Call centre supervisors and managers need to be aware of the potential benefits of collaborative crafting to ensure it is not inhibited by their behaviours. As positive consequences are associated with collaborative crafting, organisations should consider ways to enhance the collaborative crafting capability of teams.

Barclays Case Study: Engaging our People in a World of Evolving Customer Demand and Expectations to Future Proof our Business
The presentation will consist of:
- Digital Eagle programme – a team of colleagues who support colleagues and our community with digital initiatives and change (internal & external). Various education session across our global sites
- Tea & Teach – An initiative that brings our customers together with our community to help and support people with digital devices. This demonstrates to colleagues the reality of a changing environment and how we can support customers through the digital age
- Code playground – Up skilling colleagues around basic coding and sharing this knowledge with young children to provide an understanding of how technology works
- Colleague of the Future programme – Multi skill colleagues iteratively and at own pace to be able to service customers across all channels including telephony, chat, social media, video etc. This programme ultimately provides a clear and concise career journey
- SkyBall – a global annual awards event across our 6 locations celebrating successes – the event is for colleagues and created by colleagues
- Encouraging conversation & collaboration – internal social media to promote conversation and creativeness. Ensuring there is a ‘level playing field’ where everyone has the platform to voice opinions and views
- Contact Centre Transformation – Investment in the physical structure of our centres with a £20m investment in site infrastructure to create an award winning destination workplace where collaboration is the norm across our business areas through technology and physical site layout

BT Case Study: Superagent 2020 – The Future of the Contact Centre
With customers changing in the way that they talk to organisations, how do contact centres need to change? Will there BE such a thing as a contact centre by 2020? Will agents need superpowers? Will we all be replaced by robots? All these questions and more will be investigated by Dr Nicola Millard.
CONFIRMED PRESENTATIONS TO DATE INCLUDE:

**Chaucer Direct Case Study: Customer Service in Context**

Customers’ expectations around customer service continue to increase, but do customers have the same expectations of all companies? How do expectations of service differ between Coca Cola, RBS or your High Street butcher? Brand certainly has a role to play, as does the type and scale of the business. How should companies navigate this and how can they understand the context within which they provide service? Paul will use Chaucer Direct as a case study to explain how they defined their service to deliver world class customer service in context.

**Homeserve Case Study: Strategy Determines Direction, Technology Lights the Way**

The contact centre has historically been seen as a necessary expense to any organisation and for many years the objective was to make centres more cost efficient. Many strategies have been adopted over the years, but more recently there has been a shift in perception of the contact centre and now it is clear that it is, in fact, the heart of the customer experience. At HomeServe there is an ongoing journey to nurture an innovation culture and drive employee engagement. Vatsana Gordon, Head of Workforce Management, will talk about how the business has gathered feedback from its employees. This process, driven by a clear strategy to cultivate a customer service culture, identified the need for a technology refresh. Vatsana will show how maximising the use of the WFM will have a tangible effect on culture and employee engagement.

**The Contact-Centre Time Bomb**

Contact centres - often seen as the soft under-belly of fraud opportunities now that chip & pin is here to stay - represent a significant opportunity for fraudsters and organised criminals. Bottom line: if it’s possible to hear a customer giving card data, there is a risk of fraud. Furthermore, it’s widely estimated that there are over a billion call recordings containing payment card details in the UK alone.

Research conducted by Compliance3 reveals that the risk of fines (up to £500,000 per breach) pales in comparison with the risk of high profile reputational damage and consequential revenue loss.

Find out:
- Who consumers think should be responsible for card payment security
- Whether consumers feel brands are doing enough to combat payment card fraud
- How consumers will behave in the event of a data breach (and how many people they will tell!)
- Whether consumers prefer making payments via technology or to live contact centre agents
- How consumers think organisations should behave in the event of a data breach
- How to protect your contact centre from fraud

**Chaucer Direct Case Study: Customer Service in Context**

“ONE OF THE BEST EVENTS I HAVE BEEN TO, GREAT SPEAKERS, ATMOSPHERE, CONTENT/MIND SHARE - REALLY ENJOYED IT AND WILL BE THERE NEXT YEAR. KEEP ME INFORMED OF FUTURE EVENTS.”

“I CAN’T COMMEND YOU ENOUGH ON THE QUALITY OF SPEAKERS. EXCELLENT AS EVER. GREAT VENUE WHICH IS CENTRAL AND EASY TO GET TO”

71% OF DELEGATES THOUGHT THE INFORMATION PROVIDED WAS EXTREMELY/VERY USEFUL

(Customer Engagement Summit 2015 feedback survey)

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FUTURE OF THE CONTACT CENTRE LEADERS FORUM
FRIDAY 11TH MARCH 2016

**14 APR 2016**
EMPLOYEE ENGAGEMENT SUMMIT 2016
THURSDAY 14TH APRIL 2016

**12 MAY 2016**
VOICE OF THE CUSTOMER DIRECTORS FORUM
THURSDAY 12TH MAY 2016

**23 JUN 2016**
CUSTOMER EXPERIENCE STRATEGY AND INNOVATION LEADERS FORUM
THURSDAY 23RD JUNE 2016

**23 SEP 2016**
CUSTOMER ENGAGEMENT TRANSFORMATION DIRECTORS FORUM
FRIDAY 23RD SEPTEMBER 2016

**21 OCT 2016**
CUSTOMER ENGAGEMENT IN FINANCE & RETAIL FORUM DIRECTORS FORUM
FRIDAY 21ST OCTOBER 2016

**03 NOV 2016**
INTERNAL COMMUNICATIONS DIRECTORS FORUM
THURSDAY 3RD NOVEMBER 2016

**08 NOV 2016**
CUSTOMER ENGAGEMENT SUMMIT
TUESDAY 8TH NOVEMBER 2016

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ENGAGE AWARDS
TUESDAY 8TH NOVEMBER 2016

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CONFIRMATION

☐ YES, I would like to attend the event(s) detailed above and have read the Terms & Conditions. Please send me an invoice which will be paid in full prior to the event(s) detailed.

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