

PLENARY KEYNOTES

- 09:00 **Chair's Introduction: Martin Hill-Wilson, Founder, Brainfood Consulting**
- 09:10 **Botman Vs. Superagent: The Epic Struggle to Save Customer Experience**
Dr. Nicola Millard, Head of Customer Insight & Futures, BT
- 09:35 **What Makes a Multi Award Winning Contact Centre?**
Barry Webb, Head of Digital Optimisation, Contact Centres & Darren Plimley, Head of Site - Operations, BGL Group

HALL 1

10:55 Chair's Introduction: Martin Hill-Wilson, Founder, Brainfood Consulting



MULTICHANNEL CONTACT CENTRE OF THE FUTURE

- 11:00 **Daily Mail Group Case Study: Gig Economy + Customer Service = Crowd Service™ (The Answer to Everything?)**
Suzi Caesar, Head of Customer Service, DMG Media & Megan Neale, Founder, Limitless Technology
- 11:20 **Sparkcentral Enables Effortless Customer Experiences at Scale!**
Christoph Neut, Vice President EMEA, Sparkcentral
- 11:40 **Sure Petcare Case Study: Voice of the Employee in a Connected World**
Sarah Metcalfe, Head of Customer Service, Sure Petcare

ARTIFICIAL INTELLIGENCE & ROBOTICS IN THE CONTACT CENTRE

- 12:00 **Motability Operations Case Study: Values & Behaviours: How to Utilise Technology to Get the Basics Right**
Laura Hughes, Training and Communications Manager, Motability Operations
- 12:20 **Robotics... A Brave New World?**
Darryl Beckford, Head of Digital Experience, KCOM
- 12:40 **Philips Case Study: What Chatbots can Teach you About Yourself**
Laetitia Grammatico, Director of Strategy & Innovation, Philips

13:00 Lunch

BIG DATA, CUSTOMER INSIGHT AND ANALYTICS

- 14:00 **Auto Trader Case Study: Helping The Automotive Industry Keep Pace with the Digital Revolution**
Nick King, Insight Director, Auto Trader
- 14:20 **Behaviour Change is Broken – Let's Fix it Together**
Justin Collinge, Director, Tao Leadership
- 14:40 **Sky Gaming Case Study: Big Data – Be a Lover Not a Hater**
Nicholas Cockerill, Head of Product, Sky Gaming

CX INNOVATION AND TRANSFORMATION

- 15:00 **Water Plus Case Study: Building an Award Winning Digital Service Proposition**
Kim Ratcliffe, COO, Water Plus
- 15:20 **How to Prepare for Seamless Unified Multilayer Customer Engagement**
David Rowlands, Director of Customer Success UK & EMEA & Lisa Clark, VP of PM For Contact Centre Products, 8x8
- 15:40 **Why the Latest CX Research Spells Doom Unless These Burning Issues are Tackled**
Martin Hill-Wilson, Founder, Brainfood Consulting

16:00 Coffee & Networking Break

EVOLUTION OF VOC & VOE IN THE CONTACT CENTRE

- 16:30 **Portland Broadcast Case Study: VOCE Driving The Contact Centre Back to The Future**
Adam Taylor, Sales and Customer Services Director, Portland Broadcasting
- 16:50 **American Express Community Stadium Case Study: The Heart of Contact Centre Performance – How to Get People Really Living Your Values and Driving an Innovative Contact Centre Experience**
Nick Brice, Team Brighton Lead, American Express Community Stadium
- 17:10 **Panel Discussion**
Nick Brice & Adam Taylor

17:30 Drinks & Networking

PLENARY KEYNOTES

- 10:00 **Putting Customer Emotion Back Into Marketing by Collaborating with Contact Centres**
James Sandberg, Founder, Customer Devoted
- 10:25 **Coffee and Networking**

FOCUS GROUP

14:00 -15:00 **Optimising Global Multilingual Customer Support**

HALL 2

10:55 Chair's Introduction: Peter Massey, Managing Director, Budd



OMNICHANNEL CUSTOMER ENGAGEMENT PART ONE

- 11:00 **Metro Bank Case Study: Creating Fans Not Customers**
David Craggs, Director of Banking Operations, Metro Bank
- 11:20 **Where Does AI Sit in Your Omni-Channel Customer Journey?**
Paul White, Director of Customer Engagement, IFS-mplsystems
- 11:40 **The Algorithm Will See You Now**
Martin Taylor, CMO, Content Guru

THE CONTACT CENTRE & THE CUSTOMER JOURNEY

- 12:00 **Three UK Case Study: How do we Scratch That Itch of Today's Connected Customer?**
Greg Jenkins, Digital Business Partner, Three UK
- 12:20 **The Contact Centre & The Customer Journey**
Charlie Snedden, Head of Pre-Sales, Calabrio
- 12:40 **West Sussex County Council Case Study: Doing The Basics Brilliantly**
Julie Rendle-Eames, Head of Customer Experience, West Sussex County Council

13:00 Lunch

SERVICE DESIGN IN THE CONTACT CENTRE

- 14:00 **JJ Housing Case Study: Driving Improvements Through Customer Interaction**
Kathryn Fox, Head of Operations, JJ Housing
- 14:20 **Barclays Case Study: #LeadershipRocks – Creating a Leadership Movement to Accelerate Customer Experience Transformation**
Rich Davies, Head of Colleague Wellbeing and Citizenship, Barclays
- 14:40 **Panel Discussion**
Kathryn Fox & Rich Davies

DIGITAL TRANSFORMATION: AUTOMATION, CHATBOTS, WEBCHAT AND VIRTUAL ASSISTANTS

- 15:00 **Dixons Carphone Case Study: The Role of Customer Service Professionals in a Digitally Transformed Environment**
Jason Roberts, Head of Contact Centre Operations, Dixons Carphone
- 15:20 **Digital Transformation: Automate or Fail?**
Matt Hooper, SVP Global Marketing, IMI Mobile
- 15:40 **tails.com Case Study: How we Turned Customer Support Into Part of our Product**
Kat Knocker, Head of Product and Customer Experience, tails.Com

16:00 Coffee & Networking Break

OMNICHANNEL CUSTOMER ENGAGEMENT PART TWO

- 16:30 **4Finance Case Study: Self-Service With Benefits**
Aija Urbiņa, Group Head of Customer Care, 4Finance Group
- 16:50 **Omnichannel Customer Engagement Trends and Opportunities**
Stuart Mackie, Sales Director Partners & Strategic Solutions UK & IRE, Genesys
- 17:10 **Customer Contact: Transforming the First Sixty Seconds**
Matt Smallman, Co-Founder, SymNex Consulting

17:30 Drinks & Networking