



UK National Contact Centre Conference

**Wednesday,
November 6th**

8.30am - 5.00pm

**The River Room,
Millbank Tower,
London, SW1P 4QP**

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Agenda Summary

Our Customers in 2015

Ben Page, Chief Executive, Ipsos MORI

Serving autonomous customers

Nicola Millard, BT Futurologist

**Top Tactics for Personalised
Customer Service**

Jonathan Gale, CEO, NewVoiceMedia

Myth Busting

Mats Rennstam, MD, Bright

Panel Debate

Chair: Peter Massey, MD, Budd

5 facts about Speech Analytics

Matt Bird, Talk Talk

Bed, Breakfast then Business

Paul van de Berg, Plantronics

Engagement and Empowerment

Matt Kemp, Lebara

Managing behaviours, not metrics

Michael Sherwood, Tesco Bank

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Hosted by:



Supported by:



Ipsos MORI



*This all day conference is free of charge to
CCMA members and invited guests.*

We will cover the most important emerging trends in our industry in detail and suggest some of the future possibilities.

A lively Panel debate with operational Contact Centre Directors is followed by an afternoon of real life case studies on homeworking, colleague engagement and systems thinking from some of the UK's leading customer service organisations.

For more information:

info@ccma.org.uk or 0844 8000623

Speakers

8.30 - 9.15

Registration/Tea/Coffee/Networking

9.30 - 10.00



Ben Page, Chief Executive,
Ipsos MORI

Serving customers in the Digital Era

What does the future hold for customer service in the digital era?

Ben Page is the Chief Executive of Ipsos MORI and has worked in market research since 1987. A frequent writer and speaker on leadership and performance management, he has directed hundreds of surveys examining service delivery, customer care and communications.

Ben is absolutely committed to ensuring survey research makes a difference for decision makers.

10.00 - 11.00



Nicola Millard,
BT Futurologist

Easy Does It: Serving Autonomous Customers

Autonomous customers are not loyal, want things to be easy, often cut us out of the conversation until the very last minute and hop from channel to channel until they get to their goal. Based on research from the US and UK, this session will explore the challenges for the contact centre in serving the ever changing preferences of customers.

Dr Nicola Millard is a customer experience futurologist with BT. Despite working for a technology company, Nicola isn't actually a technologist and combines psychology with futurology to try and anticipate what might be lying around the corner for both customers and organisations (sadly, her crystal ball is currently broken).

11.00 - 11.30

Networking Break

11.30 - 12.00



Jonathan Gale, CEO,
NewVoiceMedia

Top Tactics for Personalised Customer Service

Customer Service is now the key differentiator to succeed and indeed survive. With unhappy customers turning to social media to air their frustrations, the pressure is on to react. The challenge for contact centre leaders continues to be to find a way to offer the best service at the lowest cost. Jonathan Gale, CEO from NewVoiceMedia will share his top tactics for personalised customer service to meet the demands of the next generation.

Jonathan has over 20 years experience building technology businesses. He joined NewVoiceMedia in October 2010 and was appointed Chief Executive Officer in February 2011. Prior to joining NewVoiceMedia, Jonathan was SVP of Product at Mimecast and before that during his 8 years at MessageLabs he was VP of EMEA, Global VP of Sales and VP of Product Management. Before that, he spent 10 years in the CRM and contact centre industry.

12.00 - 12.30



Mats Rennstam,
Managing Director, Bright

Myth Busting

A sobering reality check on where the industry actually is today. You will take home an updated insight into how your peers are delivering on the most relevant KPIs, as well as challenging you on a number of areas:

- You're measuring the wrong things.
- You're excited about a newly arrived flea when there's an angry elephant right behind you.
- Is your organisation living the myths?

As well as share hands-on recommendations on how to collectively raise our game now, and over the next 10 years.

Mats Rennstam has 20 years experience from the contact centre and research industry, working all over Europe in director roles at companies such as Teleperformance, OneSource and Frost & Sullivan.

12.30 - 13.15

Lunch/Networking Break

13.15 - 13.45



Chair - **Peter Massey**
MD, Budd

Panel Debate - The end of the call centre as we know it?

The demise of the call centre has been (incorrectly) predicted for many years. But customer behaviours are changing and organisations are getting better at offering multi-channel solutions. So what does this mean for the call centre world? Peter Massey asks four Call Centre Directors their views on the future of our industry.

Peter Massey's passion is "how do we stop doing dumb things to our customers and our people?" In 2001 he co-founded Budd in the UK and LimeBridge in ten countries to further this passion through sharing best practices worldwide. Peter writes widely in the trade press, chairs and speaks at many conferences in the UK, Europe, the US and Asia.

14.00 - 14.30



Matt Bird, Director of Quality and Compliance at Talk Talk

5 facts you need to know about speech analytics

Case Study: Faced with increasing compliance challenges, Talk Talk applied the latest developments in speech analytics to transform their call monitoring programme to ensure sales consistency and improve quality. Matt will share his views on the hype v reality, the results they've achieved and their lessons learnt along the way.

Matt has held a number of key roles at Talk Talk since he began working with them in 2008. He is an expert in networking and broadband technologies who is passionate about delivering great experiences to both internal and end customers.

14.30 - 15.00



Paul van den Berg
Operations Director, Plantronics

Bed, Breakfast then Business

Case Study: Implementing a home working staffing model reduces costs, improves attrition, and can increase productivity. Hear how Plantronics made the successful transition from bricks and mortar to home based advisors.

Prior to joining Plantronics, Paul held various positions including at Apple, Unisys and Nike. He has headed up Plantronics operations activity across E&A (Europe and Africa) since 2008 and was at the forefront of implementing the SMARTER working practices in their Amsterdam offices, which became a template for further roll out in Plantronics and a customer showcase.

15.00 - 15.30

Networking Break

15.30 - 16.00



Matt Kemp, Customer Services Director, Lebara

Engagement and Empowerment on the front line is all you need

Case Study: Matt will take us through Lebara's journey and successes in realising the benefit of staff engagement and empowerment and the effect this has on virtually every element of business performance.

Matt Kemp is the Director of Customer Services for Lebara, responsible for delivering exceptional experiences to over 3.5m customers in eight countries. During his four years at Lebara he has implemented a full transformation programme of both the culture and operation within Customer Services, winning recognition on the way through 13 awards.

16.00 - 16.30



Michael Sherwood
Customer Experience Manager
- Insurance, Tesco Bank

Managing behaviours, not metrics

Case Study: When Tesco Bank set up their Glasgow insurance operation they committed to adopt a systems thinking approach. This meant creating an environment where advisors were not targeted on the usual set of call centre performance measures but on doing the right thing for their customers. Their achievements in employee and customer satisfaction saw them awarded the 2013 CCMA Team of the Year at the UK National Contact Centre Awards.

Michael is responsible for delivering industry leading shopping experiences to Tesco Banks 1.3 million Car and Home insurance customers. He has worked in the contact centre industry for 15 years across telecoms and financial services sectors in various positions covering multi site leadership, operations development and customer experience management. During his 5 years with Tesco Bank he has helped develop Tesco Banks Car and Home insurance contact centres from a fledgling start up in 2010 to a 1,000 seat award winning operation in less than 3 years.

16.30 - 16.45

Closing comments



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BRINGING YOU THE VERY BEST IN
THOUGHT LEADERSHIP AND INDUSTRY
BEST PRACTISE FROM ACROSS THE UK.**



Join us at the River Room, Millbank Tower, London, SW1P 4QP on the 6th November. Make sure that you don't miss our 2013 breakthrough event - register now at: www.ccma.org.uk or call 0844 8000623.

£495 for non-member delegates.

From the organisers of the annual UK National Contact Centre Awards and sold out Seminars such as "Performance and Quality" and "Systems Thinking" this is another MUST SEE event organised by the Call Centre Management Association (UK).

With around 100 delegates this conference promises a great deal of insight, tools and thought provoking discussion on new and emerging topics that are important to our industry NOW.

No sales pitches, no waffle, just straight talking from industry leaders.