



**CUSTOMER
CONTACT WEEK
EUROPE**

23RD - 24TH FEBRUARY 2021 – VIRTUAL SUMMIT (ALL TIMINGS IN CEST)
4TH MARCH 2021 – EXECUTIVE ACCESS DAY

OMNI-CHANNEL, AUTOMATION & ANALYTICS: GRASP THE NEW REALITY OF DIGITAL EXPERIENCES

*The European flagship of
the LARGEST global customer
contact event series - LIVE*

*Europe's No. 1 Customer
Contact Event!*

AGENDA

#CCWEUROPE | CCWEUROPE.COM

WHY YOU CANNOT AFFORD TO MISS CCW WINTER 2021

As we look forward to 2021, we cannot afford to forget the key lessons we have learned throughout the events in 2020. If there is one trend that is set to continue in 2021 in the CX and customer contact world, that is the digital experiences will definitely stay and require all businesses and customer facing leaders to be better prepared in meeting the needs of their digital customers. **In fact, 79% of companies admit that COVID-19 increased the budget for digital transformation.**

The next edition of CCW Europe 2021 promises to provide the most innovative case studies and project insights in driving the new frontier of digital experiences through cost-effective CX automation, omni-channel optimisation and advanced analytics. All the sessions are carefully researched and designed to provide practical takeaways focusing on the tangible how-to to ensure you leave the sessions armed with concrete action plans to start building your own digital experiences strategies.



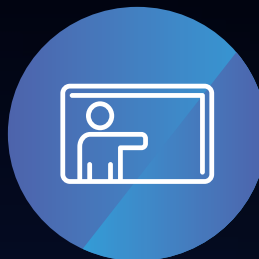
Keeping up with the most innovative brands on how they are developing digital experiences strategies



Gaining practical insights to implement your own omni-channel, automation and data-driven transformation strategies



Exclusive “**Executive Access Only Day**” promising immersive learning and networking opportunities with the most senior leaders



Joining interactive discussion sessions to benchmark against your peers to measure and uplift your current digital experience efforts



Not just webinars! Interactive 1-2-1 meetings and discussion sessions to enable much-needed networking to meet potential partners!

WHO ATTENDS CCW EUROPE WINTER

THE EUROPEAN FLAGSHIP OF THE LARGEST GLOBAL CUSTOMER CONTACT EVENT SERIES

CCW Europe 2019

IN NUMBERS



350
Attendees

70
Expert
Speakers



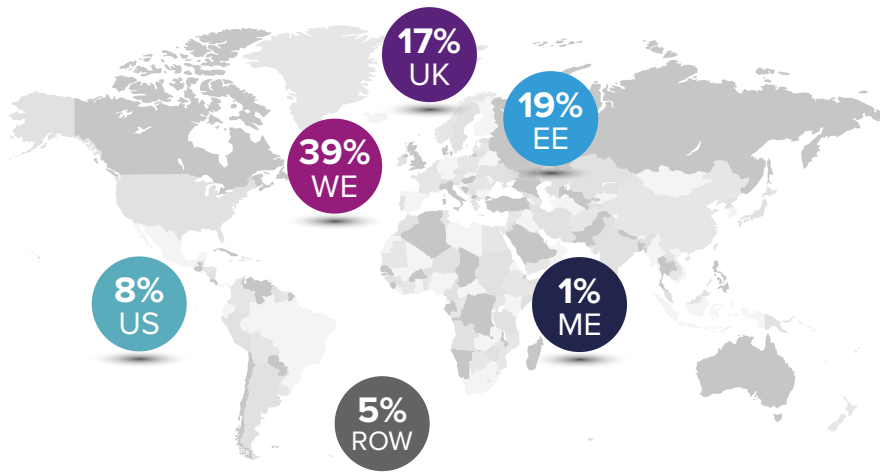
10
Hours of
Networking

23
Hours of
Learning



40
Countries
Represented

Audience Breakdown by Region:



Audience Breakdown at CCW Europe 2019:



Chief Customer Officers, Heads/VPs/Directors/Managers of:



Customer
Transformation



Customer Contact/Contact
Centre/Call Centre



Customer Experience/
Engagement



Customer
Operations



Customer
Service



Customer Innovation
& Technology



Customer
Support/Care



Omni Channel
Strategy



Digital Customer
Service



Service Delivery/
Design

LEARN FROM INSPIRATIONAL LEADERS INCLUDING



Simon Separghan,
Managing Director
Customer Contact,
RBS



Justin Conroy,
Director of Strategy, PMO &
Transformation,
Three



Alison Jaap,
Customer Director,
First Direct



Martijn Franssen,
Director Digital
Transformation,
KPN



Simon Harrow,
Chief Operating &
Customer Officer,
iGO4



Marek Wiktor Grabowski,
Customer Journeys Director,
Orange



Paulo Antonelli,
Head of Digital
Transformation,
Pearson



Maria Petersen,
Vice President,
Customer Intelligence,
Dow Jones



Fabien Pelous,
Senior Vice President,
Customer Contact,
Air France - KLM



Anne-Sophie ANDRE,
Customer Relationship
and Operations
Director,
Opteven Group



Claes Hessel,
Head of Business
to Business,
Coop Sweden



Vinícius Zamperlini,
Head of Cloud
Customer Experience &
Migration Professional
Services COE,
ING



Mitchell Baas,
Head of Customer
Service,
**New10, An ABN
AMRO company**



Martin Mason,
Head of Customer
& Employee
Experience,
Tado



Oke Eleazu,
Chief Operating
Officer,
Bought by Many



Peter Evans,
Director Service
& Performance
Management (Business
Services Ops),
LEGO



Justin Kenny,
Former Head of
Customer Excellence,
C. Hoare & Co.



David Bruce,
Innovation Principal,
Openreach

	Monday	Tuesday	Wednesday	Thursday	Friday
15th February Meetings	1 to 1 private meetings	1 to 1 private meetings	1 to 1 private meetings	1 to 1 private meetings	1 to 1 private meetings
22nd February Main Summit	1 to 1 private meetings	CCW Keynotes	CCW Keynotes	1 to 1 private meetings	1 to 1 private meetings
1st March Premium Content				Executive Access Only Day <i>Invite Only</i>	



13:00
CET

KEYNOTE CASE STUDY: Driving mega scale digital transformation across global contact centres

- ▶ Design and implement a strategic digital customer experience model
- ▶ Implement game changing programmes across system, data, process/business reengineering, customer satisfaction and tool sets
- ▶ Transformation is not a one-step journey: Recreating the entire suite of hiring/coaching capabilities, cultural, organisational behavioural to move up the digital maturity level
- ▶ Solidifying vendor management for consistency, scale and pave the way for the next steps in transformation
- ▶ The role of technology and culture in digital transformation

Simon Separghan, Managing Director Customer Contact, **RBS**

13:30
CET

ALL-STAR KEYNOTE PANEL: Five New Trends CX Leaders need to know to better prepare for 2021

- ▶ The new face of the customer journey: omnichannel and digital experiences
- ▶ A new virtual world with the rise of Bots, AI and conversational AI and remote agents
- ▶ Achieving the next level of agility and employee empowerment through remote contact centres
- ▶ Leveraging advanced analytics to deepen your customer feedback
- ▶ The power of empathy in the new remote and digital world

Panel Members include:

Niall Gallacher, Principal Strategic Consultant, **Calabrio**

Lena Stormvinge, Knowledge Management Manager, **Electrolux**

Sam Richardson, Senior Visioneering Consultant, Twilio Foundry, **Twilio**

14:00
CET

CASE STUDY: Rethinking customer journey to develop proactive and personalised digital customer experiences at scale

Service and support teams need a complete rethink on how they serve their customers. Digital first is about being proactive in the way you help your customers, who use a wide range of channels to seek out support. It is a priority now to not only understand but also be able to predict the customer needs. In addition to traditional phone & email channels, social media and mobile apps are all now part of the customer service eco-system.

Join this session to hear how market leaders are proactively acting on the customer needs across a myriad of channels.

- ▶ Why are digital customer experience strategies not generating desired customer satisfaction results?
- ▶ How to create a single omni-channel view of the customer journey
- ▶ How to measure customer satisfaction across different channel

14:30
CET

Networking Break

15:00
CET

FIRESIDE CHAT: Demystify Artificial Intelligence in Customer Experience

With the landscape of CX rapidly evolving, AI is today's de-facto buzzword for CX innovation and mobility. But what does AI in CX actually look like today? More importantly, what are the business value generated? In this session, some of the industry's foremost AI thought leaders share actionable advice on innovating CX operations with AI. Attendees will also learn precisely how EmployBridge seamlessly deployed AI solutions to empower its agents and improve customer satisfaction.

- ▶ Navigating contact centre and business processes with AI to achieve alignment
- ▶ Driving process efficiency, reducing handle time to save hard dollars
- ▶ How is AI adoption impacting agent wellbeing
- ▶ Prepare for AI: Where to start?

Ben Rigby, VP, Global Head of Product & Engineering, Artificial Intelligence and Machine Learning, [Talkdesk](#)

Dale Sturgill, VP, Call Center Operations, Search and Support, [EmployBridge](#)

Pete Lee, VP of Global Alliances, [Observe AI](#)

15:30
CET

Communication Skills as Top-Priority: Hiring for an Omnichannel World

Companies can invest heavily in providing better tools for communicating in an omnichannel world, but if the agent on the other side of the phone/texting/emails/chatbot does not have the necessary skills to handle the conversation, the investment is wasted. This session will discuss how AI-powered automated language assessments allow contact centers to quickly and accurately assess language proficiency to ensure recruiting teams spend time with only those qualified to provide incredible customer experience.

Brigham Tomco, CEO and Cofounder, [Emmersion](#)

16:00
CET

CASE STUDY: Key steps in approaching digital customer journey to ramp up end-to-end customer transformation

As companies gathered comprehensive understanding of customer behaviors and journeys through traditional customer channels, they are now turning their efforts to digital touchpoints and striving to deliver the same level of insights across these increasingly important channels. This session will provide practical insights into the approach and key steps of achieving that:

- ▶ Defining your digital customer journey: What's the method and approach
- ▶ What are the key steps to manage digital customer journeys
- ▶ How to leverage self-service, Chatbot & Voicebot across your digital touchpoints
- ▶ What are the different analytical support to drive customer insights
- ▶ Speech/Text Analytics vs. AI & Machine Learning: What are the key lessons learned
- ▶ How to building the capabilities to drive end-to-end customer transformation

Marek Wiktor Grabowski, Customer Journeys Director, [Orange](#)

16:30
CET

End of Day

13:00
CET

THE FIRST DIRECT CASE STUDY: Approaching digital engagement with the customers at heart

First Direct has been consistently voted the No.1 company in the UK for delivering high quality customer service. What has been their secret ingredient? In this case study, Allison will be sharing core insights into their fundamental approach and strategies in achieving this and how they are balancing digital service with a deep human touch.

- ▶ Driving a genuine customer focus while balancing business and customer requirements
- ▶ Approaching digital service with human at heart: Start with customer needs
- ▶ Sharing examples on driving continuous improvement for key processes to improve customer satisfaction
- ▶ How are we approaching measurement and KPIs differently: What does success look like at First Direct?

Alison Jaap, Customer Director, **First Direct**

13:30
CET

KEYNOTE PANEL: Creating the right atmosphere for your people disruptors to succeed and drive performance, innovation and business impact

As companies speed ahead adopting new technologies such as automation and AI, they cannot afford to overlook the most important success factor in their business: the people. By rewarding, recognising and developing their people they are creating the right atmosphere to spark creativity and fuel innovation - these are the real components for success. Join this keynote panel to find out not just the “why” but also the “how” to help you develop your next people disruptors!

- ▶ What do we mean by creating “people disruptors”?
- ▶ What does a people-first culture look like?
- ▶ What are the practical ways to create a people-focused business?
- ▶ The link between a people-first culture and customer experience and ROI

Panellists include:

Julie McIntosh, Chief Culture & People Officer, **Kura**

Martin Mason, Head of Customer & Employee Experience, **Tado**

14:00
CET

PANEL: Developing the future customer operating model with expanded digital footprints

- ▶ Transforming and maturing towards the future customer operating model
- ▶ Exploring the changing landscape of outsourcing vs. automation vs. digital workers
- ▶ An integrated omni-channel approach to develop a much deeper customer relationship
- ▶ Improving and expanding digital footprints through automation, chatbots and advanced analytics
- ▶ Consolidating channels and systems to ensure advisors are best equipped for futures operating model
- ▶ A multi-year journey on key initiatives including Single Customer View, IVR, etc.
- ▶ Enabling transformation with the a keen focus on driving the culture change

Panel members include:

Paulo Antonelli, Head of Digital Transformation, **Pearson**

Jiri Inenicka, Product lead, **Kiwi.com**

14:30
CET **Break**

15:00
CET **CASE STUDY: Automate customer service and develop self-service capabilities with knowledge and empathy**

Self-service options offer a significant opportunity to improve the customer experience and reduce costs. Now more than ever they have a critical role to play in your digital customer experience. Yet, take nothing for granted. There are plenty of examples where companies fail to empathise sufficiently with customer frustrations around automation. Join this session to see how you can establish effective self-service capabilities that meet your customer expectations:

- ▶ Analyse FAQs, simple agent transactions and customer survey responses to decide which processes are the most suitable for automation
- ▶ Use digital workflow routing to provide seamless 24x7 self-service
- ▶ Automate self-service through email, webchat & mobile channels

15:30
CET **CASE STUDY: Fast-track business and customer transformation with automation at speed**

Automation has quickly become a key lever to drive business and customer transformation. This session will bring you key insights from THREE on how they have approached and scaled their automation from concept to a Centre of Excellence with 10 solutions within a year and how has that made a big difference to their transformation journey.

- ▶ A strategic business and customer transformation approach combining strategic planning, PMO, operational excellence & capabilities development
- ▶ Developing RPA and automation capabilities at scale with speed!
- ▶ Driving customer contact automation further with chatbots and messaging
- ▶ Sharing key lessons learned

Justin Conroy, Director of Strategy, PMO & Transformation, **Three**

16:00
CET **End of Day**

Closed door executive only session to create an open and candid dialogue amongst the strategic leaders. All sessions are interactive, thought provoking and peer-led!

Executive Access Part 1: Digital CX Implementation (Limited to 25 Executives)

10:30
CET

KEYNOTE PANEL: A data driven customer transformation: Turning data and KPIs into true insights to drives business value

Companies have increasingly turned to business intelligence and analytics not only to understand how the business is performing and why, but also to figure out where and how to improve customer experience and loyalty. As the data powerhouse, CX, research and contact centres are expected to play a much more critical role in driving customer insights and essentially business value. This keynote panel will draw valuable experiences from data rich organisations to help you embark on your data-driven transformation journey:

- ▶ Driving a customer-centric vision across the organisations: A strategic and collaborative approach
- ▶ What are the potential barriers and how to overcome them?
- ▶ What tools can be deployed to drive insights?
- ▶ From “Descriptive” to “Prescriptive” and “Predictive” analytics: Key steps to create more profitable customer engagement
- ▶ Repositioning contact centres as a more strategic business partner in driving insights

Simon Harrow, Chief Operating & Customer Officer, **iG04**

Maria Petersen, Vice President, Customer Intelligence, **Dow Jones**

11:00
CET

KPN's key initiatives in developing the best in class omnichannel experiences

- ▶ What are the key initiatives in transforming customer service and provide frictionless inteactions and service through digital technologies
- ▶ Driving digital customer experience by accelerating customer recognition, customer profile and data driven customer interactions
- ▶ Leading the digital transformation of customer service to offer the best omnichannel experience
- ▶ Improving real-time customer insights through new initiatives as Natural Language Processing, Robotic Process Automation, Speech to Text and Visual Process Mining

Martijn Franssen, Director Digital Transformation, **KPN**

11.30
CET

THOUGHT LEADERS EXCHANGE: Digital Customer Experience Development & Implementation

Three experienced thought leaders will be invited to give a short and sharp first-hand perspective on how they have implemented digital customer experience in their organisations, the challenges they have been through and their unique approaches to overcome them.

Each thought-leader is challenged to provide 3 practical takeaways from their journey and 1 burning question for the audience to actively participate and share their views. A perfect opportunity for peer-led benchmarking!

Claes Hessel, Head of Business to Business, **Coop Sweden**

Oke Eleazu, Chief Operating Officer, **Bought by Many**

Justin Kenny, Head of Customer Excellence, **C. Hoare & Co.**

12:00
CET **Break**

Executive Access Part 2: CC Transformation & Automation
(Limited to 25 Executives)

13:00
CET **CASE STUDY: Reinventing customer journey in financial service sector: Speed, Proactive & Transparency**

New10 was set up to provide business lending in a completely digital way. Mitchel will share a great story of how they have developed a fully digital experience for their customers with speed, proactivity and transparency as the key promises.

- ▶ An innovation story: Reinventing business lending
- ▶ What does a fully digital customer journey look like: An omni-channel approach
- ▶ Intelligent chatbots and automation enabling data-driven decision making

Mitchell Baas, Head of Customer Service, [New10, An ABN AMRO company](#)

13:30
CET **CASE STUDY: Driving exponential business impact through innovation and customer transformation with automation, machine learning and analytics**

- ▶ What's the business case of AI in customer service and the bottom line impact?
- ▶ Gaining deeper customer insights through AI assisted VOC programme
- ▶ Leveraging data analytics to better understand and meet customer needs

David Bruce, Innovation Principal, [Openreach](#)

14:00
CET **THOUGHT LEADERS EXCHANGE: Approaching contact centre transformation & automation differently**

Three experienced thought leaders will be invited to give a short and sharp first-hand perspective on how they have transformed their contact centres and adopted automation in their organisations, the challenges they have been through and their unique approaches to overcome them.

Each thought-leader is challenged to provide 3 practical takeaways from their journey and 1 burning question for the audience to actively participate and share their views. A perfect opportunity for peer-led benchmarking!

Anne-Sophie ANDRE, Customer Relationship and Operations Director, [Opteven Group](#)

14:30
CET **Break**

CCW Executive Access Part 3: Leadership, Training & Talent Management
(Limited to 25 Executives)

15:00
CET

CASE STUDY: Placing employee experience as the No. 1 OKR objective and what did that do to improve our customer experience?

- ▶ Reorganising and integrating customer and employee experience to improve NPS and customer satisfaction
- ▶ Shifting OKR Objectives by focusing on “Making Tado a great place to work”
- ▶ Developing and implementing a technology enabled CX strategy to mature and advance customer approach
- ▶ A continuous focus on “Voice of the Customer” to drive customer centric product design

Martin Mason, Head of Customer & Employee Experience, **Tado**

15:30
CET

CASE STUDY: Reinventing Cloud Customer Experience and Training amidst pandemic for speed, efficiency and quality

Vini leads ING's Private Cloud's Customer Experience team and owns the learning and development catalogue in technology. Whilst maturing in their service management approach, COVID has pushed the team to completely reinvent their training methodology. Leveraging a new set of tools, the CX team has managed to drive a greater level of efficiency, reach and speed when doing this. Vini will share the journey and some of the key lessons learned during this session:

- ▶ Building service management and maturing in customer experience for the ING Cloud migration
- ▶ A much more powerful alternative to traditional training: 6,000 vs 100 trained in a year
- ▶ Organic webinar Learning eats extensive training catalogues for breakfast - how did we do it
- ▶ What are the key lessons learned along the way

Vinicius Zamperlini, Head of Cloud Customer Experience & Migration Professional Services COE, **ING**

16:00
CET

THOUGHT LEADERS EXCHANGE: The rise of the next gen talent and future skills and capabilities!

Three experienced thought leaders will be invited to give a short and sharp first-hand perspective on how they are approaching their talent management at the current unprecedented times. Each thought-leader is challenged to provide 3 practical takeaways from their journey and 1 burning question for the audience to actively participate and share their views. A perfect opportunity for peer-led benchmarking!

- ▶ What is required of a new agents: looking for different type of candidate attributes
- ▶ How are you differentiating yourself as an employer to attract and retain the new type of knowledge based super agents?

Peter Evans, Director Service & Performance Management (Business Services Ops), **LEGO**

16:30
CET

End of Exclusive Access Day

CALABRIO™

Calabrio

Calabrio is revolutionizing the way enterprises work remotely and engage their customers with Calabrio ONE®, a unified suite—including call recording, quality management, workforce management, voice-of-the-customer analytics and advanced reporting—that records, captures and analyzes customer interactions to provide a single view of the customer and improve the overall agent and customer experience.

Calabrio ONE is easy to use, accessible from any location, and empowers management to align activities and resources quickly with the demands of today's remote-friendly, multichannel customer.

The secure platform has a lower total cost of ownership and can be set up and expanded on a public, private or hybrid cloud.

Website: calabrio.com

VeriCall

VeriCall

VeriCall embraces both people and technology and brings them together with innovative and intuitive solutions to, essentially, make engaging with your customers easier and more efficient – AND, of course, more cost effective!

We help you keep pace with change and demand by making sure we are constantly evolving and blending Artificial Intelligence (AI) and mobile and digital technologies with highly trained and motivated people that offers your company a 24/7, 365-day range of services.

At VeriCall's Engagement Hub these elements are combined to provide you with industry leading, tailored solutions that can work with any size of company from Micro to SME to Enterprise

Website: vericallsolutions.com

KURA

Kura

We are Kura. Our vision is to be unrivalled in developing people; we want to help our people be the best that they can be, supporting our client's customers, developing their skills, helping each other, building an awesome team that focuses on improving customer experience.

The largest Independent Outsourcer in the UK, we provide some of the biggest brands with contact centre services and software solutions. Our 2,500 people support our clients across the UK and South Africa, focusing on driving efficiencies, improving customer experience and retention.

Syntelate XA, our omni-channel advisor desktop, is both simple and powerful and was developed with strong input from our advisors. It has been designed to automate the easy stuff and help advisors with the hard stuff.

Website: wearekura.com

EMMERSON

Emmersion

Emmersion has developed a fully-automated and adaptive language assessment engine that provides accurate and immediate reports in English and several other languages. This tool helps contact centers throughout the world automate bilingual language screening to more quickly, accurately, and affordably hire qualified talent, reduce turnover, and improve customer satisfaction scores.

Website: emmersion.ai



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GET IN TOUCH HERE TO DISCUSS
PARTNERSHIP OPPORTUNITIES

IF YOU'RE INTERESTED IN PARTNERING WITH CCW EUROPE WINTER 2021, PLEASE GET IN TOUCH **HERE**. WITH SPEAKING OPPORTUNITIES, TAILORED NETWORKING AND ENGAGING ONE-TO-ONE MEETINGS, EXPLORE THESE OPPORTUNITIES FURTHER WITH ONE OF OUR TEAM.