

CCW: Wednesday, Day One – 18th March

08:50	Conference Kick-Off Framing the Conversation for 2026 The official opening of CCW 2026, designed to inspire, inform, and prepare delegates for two days of collaboration and discovery.
08:40	The Big Picture What's Ahead for Australia's Customer Contact Community A high-level look at the forces reshaping customer contact in Australia, from evolving customer expectations to the next wave of workforce and technology transformation. Claire Cunningham, Founder and Managing Director, The Customer Connexion
08:55	Keynote Panel The CX Tipping Point: What 2026 (and Beyond) Demands from Contact Centres Customer expectations, workforce dynamics, and technology adoption are all reaching a tipping point. This panel brings together senior leaders to explore what the next phase of customer contact looks like and how organisations can prepare now for what's coming in 2026 and beyond. Key Takeaway - <i>Understand the critical shifts shaping the next era of customer contact and identify practical steps to future-proof your organisation.</i> Panellists: <ul style="list-style-type: none">• Patrick Lloyd, Director R.I.S.E Business Strategy & Transformation - Frontline Operations, Australian Taxation Office• Wes Self, Chief Operating Officer, GMHBA Limited• Matthew Wormald, Assistant Commissioner - Operational Capability, Fire and Rescue NSW
09:20	Partner Keynote Break the Metrics Trap - Win With Trusted Human-Centred Intelligence

	<p><i>Too often CX strategy starts and ends with metrics handle time, cost per contact, service levels. Those are outputs, not outcomes. In 2026, the winners will be organisations that untangle customer experience from old scorecards and reframe it around trust, context and real human connection supported by intelligence.</i></p> <p><i>Join Kris Ram, CEO of CDM Direct and Shehara Hapugalle, Zoom CX Specialist, and learn:</i></p> <ul style="list-style-type: none"> <i>• how AI-powered workflows transformed fragmented processes into seamless, insight-driven conversations.</i> <i>• How to turn AI to a “superpower layer,” to let agents focus on what truly matters</i> <i>• How to rethink your CX playbook and explore modern, intelligent platforms can support your CX transformation.</i> <p><i>Kris Ram, CEO, CDM Direct</i> <i>Shehara Hapugalle, CX Specialist, Zoom</i></p> <p>Sponsored by Zoom</p>
09:50	<p>Panel Discussion The Executive Playbook: Balancing Growth, Technology and People in 2026</p> <p><i>Panellists:</i> Wes Self, Chief Operating Officer, GMHBA Limited Leonna Sanderson, Chief Operations Officer, Equifax Kanika Puri, Chief Operating Officer, Fastcover</p>
10:20	<p>Partner Spotlight Session Industry Case Study</p> <p>Sponsored by NiCE</p>

10:40	<p>In Conversation with Adam Gilchrist: Mastering the Game of Leadership & Performance When the stakes are high and the spotlight never fades, true leadership is revealed.</p> <p>Adam Gilchrist — one of the most admired cricketers of all time, record-breaking wicketkeeper-batsman, and Vice-Captain of Australia’s most dominant sporting era — joins CCW 2026 for a rare and exclusive conversation on leadership, performance, and the mindset of champions.</p> <p>Across three World Cup victories and countless unforgettable innings, Gilchrist redefined what it means to perform under pressure and lead with integrity. In this inspiring, behind-the-scenes session, he shares how to:</p> <ul style="list-style-type: none"> • Build and sustain a high-performance culture where every individual feels part of the win • Lead through scrutiny, challenge, and change — staying grounded while the world is watching • Unlock the mental resilience needed to thrive at the top • Balance ambition, teamwork, and authenticity in moments that define careers <p>With untold stories from the dressing room, lessons from the field, and a live audience Q&A, this session promises an unforgettable mix of motivation, honesty, and humour — leaving every CCW attendee fired up to lead, perform, and play their best game.</p> <p>This is an unmissable moment. One stage. One morning. One legend. Only at CCW 2026.</p>
11:25	<p>Morning Networking Break <i>Fuel up, connect, and explore - your chance to grab a coffee, meet solution partners, and spark new conversations across Australia’s customer leadership community.</i></p>
12:00	<p>Interactive Discussion Groups <i>Our Interactive Discussion Groups give delegates fast-paced, expert-led, and peer-powered conversations that cut through the noise.</i> <i>Across three 30-minute rotations, you’ll deep-dive into the contact centre challenges that matter most - guided by leading solution experts and joined by senior enterprise leaders.</i></p>

No slides. No fluff. Just real talk, real challenges, and practical strategies. This is your chance to exchange insights, test ideas, and make meaningful connections with the people shaping the future of customer experience.

IDG A | Agentic AI in Action

Sponsored by **Twilio**

IDG B | Reimagining Workforce Enablement

Jacky Karam, Manager Omni-Channel Services, **P&N Bank**

IDG C | Modernising the Contact Centre Stack

IDG D | Proactive, Predictive, Personalised

IDG E | AI Governance, Ethics, & Transparency

Laurence Fonsdituri, Head of Client Growth, **Noble Oak**

IDG F | Back to Basics: Are We Fixing the Right Problems Before Investing in More Technology?

Manuela Metz - Head of Contact Centre, **Australian Motoring Services**

Sarah Chamberlain - Head of Operations, **Australian Motoring Services**

IDG G | Measuring What Matters: KPIs Challenged, Disrupted, and Reimagined

Marie Andriopoulos, Manager: Customer Service & Experience, **VETASSESS**

IDG H | Government Service Equity & Accessibility by Design

Matt Hou, Customer Engagement Team Manager - Digital Health Solutions, **Western Sydney Local Health District**

13:30

Networking Lunch & VIP Hosted Lunches |

Join us in the expo hall for a relaxed networking lunch with the full Customer Contact community - connect with peers, explore the exhibition, and recharge for the afternoon ahead. For invited guests, exclusive VIP lunches will run concurrently - bringing senior customer leaders and select partners together for high-impact conversations in a more intimate setting.

	Unlocking Smarter Operations with Technology	Building Thriving Teams
14:30	<p>Case Study Optimising Operations: Building for Efficiency Brooke McKenzie, Service Centre Manager, NTI</p>	<p>Interview Reactive to Resourceful – Building Self-Sufficient, High-Impact CX Teams A practical session exploring how to equip your CX team with high-impact skills to reduce dependency on Product and Tech, collaborate cross-functionally to drive revenue, and showcase CX wins to the C-suite to secure funding, gain recognition, and embed CX as a non-negotiable part of business success.</p> <p>Key Takeaway - Discover practical strategies for cross-functional collaboration that drive revenue and embed CX as a critical business function.</p> <p><i>Interviewer: Laurence Fonsdituri, Head of Client Growth, Noble Oak</i> <i>Interviewee:</i></p>
14:50	<p>Panel Discussion Redesigning the Agent Experience: Tools That Make Work Easier Contact centre leaders discuss which technologies have truly improved day-to-day workflows for employees, from call routing and knowledge management to live dashboards and coaching tools.</p>	<p>Panel Discussion Reimagining Engagement: Creating a Workforce That Stays, Grows and Thrives A panel of workforce leaders will share how they are reinventing engagement and development strategies to connect with the next generation of talent. Discussion will cover learning and development, culture, and innovative approaches to employee success.</p>

	<p>Key Takeaway - Discover how the right tools and technologies can streamline workflows, reduce friction, and empower agents to perform at their best.</p> <p><i>Moderator: Kristy Robinson, Director of Customer Experience, TAFE Queensland</i></p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> • Kim Phillips, Head of Customer Operations, Tyro Health • Leo Hede, Kids Helpline National Manager, yourtown • Greg Hodge, General Manager: Strategic Initiatives, Johns Lyng Group 	<p>Key Takeaway - Discover strategies to engage and retain the next generation of talent while fostering growth and development across your workforce.</p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> • Sarah Dale, Retail Growth & Planning Manager, P&N Bank • Cherie Cameron, Head of Workforce Optimisation, RACV • Bryan Middleton, General Manager Outstanding Customer Experience, Contact Energy Ltd • Nisha Varma, Contact Centre Experience Manager, Brighter Super
15:20	<p>Panel Discussion Resilient CX in an Uncertain World: Lessons from Leaders Navigating Change</p> <p>A discussion on how organisations are building agility into their customer strategies to handle disruption, from economic headwinds to unexpected.</p> <p>Key Takeaway - Understand how adaptable CX strategies can help organisations respond to change while maintaining loyalty, satisfaction, and business continuity.</p> <ul style="list-style-type: none"> • Sean Richards, Contact Centre Manager – Masterton, Meridian 	<p>Panel Discussion From Insights to Impact: Turning Customer and Employee Voice into Real Change</p> <p>Exploring how data, feedback, and frontline insights are being harnessed to drive transformation, innovation, and better outcomes for customers and staff alike.</p> <p>Key Takeaway - Learn how to translate customer and employee insights into actionable strategies that drive transformation and measurable impact.</p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> • Telena Thompson, Associate Director: Student Experience, University of the Sunshine Coast • Ashley Humphrey, Head of Customer Operations, Aurora Energy

15:40	Case Study Voice of Customer: Incremental Changes for Impactful Results Cara Pring, Digital & CX Director, Winc Australia	Case Study The Human Touch of Workforce Planning Graeme Ireland, Senior Workforce Optimisation Manager, WooliesX
16:10	Afternoon Break	
16:40	Sponsored Case Study by Cresta	
17:10	Panel Discussion The Workforce Revolution: Building and Leading Teams for the Next Decade A look at how organisations are rethinking talent, skills, culture, and leadership to create resilient, engaged, and future-ready teams. Key Takeaway - Understand how forward-looking leadership and strategic workforce planning can drive long-term organisational success. <i>Panellists:</i> <ul style="list-style-type: none"> • Alicia George, Head of Customer Care ANZ, LifeHealthcare • Daniel Tollenaere, Chief Operating Officer, Story House Early Learning • Amy-Lauren Saad, Customer Service Manager, Cleanaway Waste Management • George Skaf, National Contact Centre Manager, Bega Group 	
17:40	Chairs Closing Remarks Turning Insights into Action A closing perspective on how the ideas and lessons shared can be translated into practical actions that drive growth, engagement, and innovation across contact centres.	
17:45	The Winner's Circle Awards & Party Celebrate, connect, and let loose at CCW after hours! Raise a glass to industry excellence, cheer on the winners, and dance alongside the brightest minds in CX. It's your moment to celebrate success - yours and the industry's - in true CCW style.	

CCW: Thursday, Day Two – 19th March

08:50 **Chair's Opening Remarks |**

Laurence Fonsdituri, Head of Client Growth, **Noble Oak**

09:00 **Vonage Keynote | Reimagining Customer Trust: Branded Communications That Build Confidence and Connection**

Unknown calls and generic messages often go unanswered - costing brands valuable moments to connect and customer loyalties. But what if every customer interaction began with trust?

Join the Vonage team as they explore how Branded Calling and Branded Messaging (RCS) are redefining customer engagement across industries. Discover how verified identity, call intent, and rich media messaging can help organisations boost answer rates, reduce fraud, and strengthen brand credibility.

Packed with real-world examples from banking, insurance, healthcare, and government sectors, this session will show how branded communications can transform every customer touchpoint into an opportunity for authentic, trusted, and memorable engagement.

When every call and message carries your brand "trust becomes your competitive edge.

	<p>Key Takeaway: Attendees will learn how Vonage branded communications can transform unknown interactions into trusted customer experiences, increasing engagement, reducing fraud, and strengthening brand reputation across key customer communication channels.</p> <p>Mahendra Mane, Customer Solution Architect, Vonage Raj Shah, Country Manager (ANZ), Vonage</p>
09:30	Keynote Panel led by Microsoft
10:00	<p>Partner Keynote Proving ROI in the AI Contact Center: From ‘Swivel-Chair’ Ops to a Unified CX Front Door</p> <p>Most contact centers didn’t just add channels—they added tools. That created a swivel-chair tax, inconsistent service, and hidden cost. This session shows how Agentic AI - a unified CX ‘front door’ reduces handle time and rework, improves agent experience, and turns Voice + Digital + Social + VoC into one operating system - with a measurable ROI model leaders can take to the CFO.</p> <p>Basil Botoulas, Senior Vice President of Sales - APJI, Sprinklr</p>
10:15	<p>Keynote Panel Beyond Service: Redefining the Role of the Contact Centre in Business Success</p> <p>Exploring how contact centres are shifting from transactional support to strategic drivers of loyalty, growth, and brand trust. Building value of the agents.</p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> • Rachel Lane, Head of Customer Support, the Lottery Office • Roy Hazlewood, Manager: Customer Contact Centre, Anglicare • Miguel Murillo, Associate Director, Global Customer Service, Avanos
10:45	<p>Technology Demonstration Drive</p> <p>Experience contact centre technology in action with live, guided demonstrations from leading solution providers. The Demonstration Drive gives you hands-on access to real platforms and capabilities — from AI-powered customer</p>

	engagement and workforce optimisation to analytics and automation — allowing you to explore practical use cases, ask questions directly, and see how solutions support better customer experiences and more efficient operations.
11:00	<p>Morning Networking Break <i>Fuel up, connect, and explore - your chance to grab a coffee, meet solution partners, and spark new conversations across Australia's customer leadership community.</i></p>
Future of Contact Centres	
11:30	<p>Panel Discussion Humanising AI: How to Keep the Customer Connection Alive Exploring where AI is helping the customer journey, where the human touch is still critical, and how to combine both effectively. Key Takeaway - Learn how to strike the right balance between AI and human interaction to enhance customer experience without losing the personal touch. <i>Moderator:</i> <i>Panellists:</i></p> <ul style="list-style-type: none"> • Matt Murdoch, Chief Customer Officer, PassportCard • MD Kabir, Group Customer Experience Manager, Sutton • Sian Howatson, Head of Customer Insights & Automation, Swyftx
12:00	<p>Uniting Case Study & Live Demo Introducing Jeanie In this session, Craig Mendel at Uniting will share insights from the launch of Jeanie, their AI-powered, customer-facing bot transforming operations. Discover the impact she has had on the customer experience and contact centre. Key Takeaway - Discover practical insights from Uniting's launch of Jeanie, including lessons learned and measurable impact on service delivery. Craig Mendel, Senior Manager: IT Customer Experience, Uniting</p>

12:30	<p>Case Study Re-Thinking Employment Models: Supporting Staff Fleeing Domestic Violence Situations Toby Ellis, Head of Customer Service, AMP</p>
12:50	<p>Case Study Serving with Care: Designing Customer Journeys for Vulnerable Customers Hear how organisations are embedding empathy, accessibility, and flexibility into service design to better support vulnerable customers while still meeting compliance obligations. This session explores practical strategies that balance care, consistency, and accountability. Key Takeaway - Discover practical strategies for embedding care and flexibility into service delivery while maintaining accountability and consistency. Vanessa Lyngsted, Manager Customer Contact Services, Social Futures</p>
13:10	<p>Networking Lunch & VIP Hosted Lunches <i>Join us in the expo hall for a relaxed networking lunch with the full Customer Contact community - connect with peers, explore the exhibition, and recharge for the afternoon ahead. For invited guests, exclusive VIP lunches will run concurrently - bringing senior leaders and select partners together for high-impact conversations in a more intimate setting.</i></p>
14:10	<p>Keynote Panel Leadership in the Age of Intelligent CX How today's CX, tech, and operations executives are evolving their leadership playbooks to keep pace with change, inspire teams, and deliver results. Key Takeaway - Discover practical strategies for leading with agility, leveraging intelligent CX tools, and aligning operations to business goals. <i>Panellists:</i></p> <ul style="list-style-type: none"> • Helen Crossan, General Manager – Member Services, Australian Retirement Trust • Vivienne Manapsal, Customer Experience Manager – Australia & New Zealand, Royal Canin • Mitchell Palmer, Chief Operating Officer, Aussie Industries • Agnes So, Chief Customer & Product Officer, HotDoc
14:40	<p>Panel Discussion The Future of Learning: Building Skills for the Evolving Contact Centre</p>

	<p>How organisations are rethinking training and upskilling to prepare employees for new technologies, complex customer needs, and changing career expectations.</p> <p>Key Takeaway - Understand how innovative learning approaches can drive engagement, performance, and long-term organisational success.</p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> • Jacky Karam, Manager Omni-Channel Services, P&N Bank • Damian Purvis, Customer Service Team Lead, Powershop • Miguel Murillo, Associate Director, Global Customer Service, Avanos
15:10	<p>Panel Discussion Technology, Trust and Transformation: Getting CX Right in a Digital-First World</p> <p>Senior leaders unpack how to integrate emerging technologies without losing customer trust, and what balance of human and digital will define the next era.</p> <p>Key Takeaway - Discover strategies for balancing human interaction and digital solutions to define the next era of customer experience.</p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> • Kristy Robinson, Director of Customer Experience, TAFE Queensland • Kerry McCarthy, Customer Service Lead, Z Energy New Zealand • Kate Dalton, Chief Customer Officer, Compass Education • Eric Cheng, Former Enterprise Architect, Komatsu
15:40	<p>Chair's Closing Remarks Until Next Time: The Future of Contact Centres Starts Now</p> <p><i>CCW may be coming to a close, but the transformation continues. Every idea shared, every connection made, and every insight gained here is part of building a stronger, smarter, more human contact ecosystem. Thank you for being part of this journey - and for driving the future of customer experience forward.</i></p>
15:55	<p>End of Conference </p>