

2ND ANNUAL
CHATBOTS
SUMMIT 2019



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12 - 14 AUGUST 2019 • SIR STAMFORD, CIRCULAR QUAY

**YOUR TOOLKIT TO EFFECTIVELY
DEVELOP, DEPLOY AND SCALE
CHABOT CAPABILITY TO IMPROVE
CX, SALES AND STAFF EFFICIENCY**



OUR KEY INDUSTRY SPEAKERS FOR 2019:



WELCOME TO THE 2ND ANNUAL CHATBOTS SUMMIT 2019!

Dear Colleague,

We've spoken to the market and this year we're delivering a toolkit for you to effectively develop, deploy and scale Chabot capability to:

- Improve your customer experience
- Increase sales and profit
- Maximise staff efficiency

Our digital age customers now want **instant gratifications, faster solutions and better answers**, and Chatbots are sweeping the customer service sphere across multi-channels and beyond customer enquiries. What started as a fancy tool a few years ago is finding its place in the customer service and engagement strategy.

According to reports, only 20% of internet users have incorporated Chatbots in their day-to-day lives but this is **estimated to increase to 93% by 2021**. The trends for 2019 suggest that Chatbots will be prepared to match the human behavior and offer similar services. Bots now have the power to revolutionize CX, service excellence, marketing and sales.

In light of this, **The 2nd Annual Chatbots Summit 2019** will move conversations beyond the nice to have, bolt-on tool to one that addresses tangible case studies and lessons driven to realize the commercial and CX value Chats have promised.

I look forward to meeting you in August!

Salina Tong

Conference Director

The 2nd Annual Chatbots Summit 2019



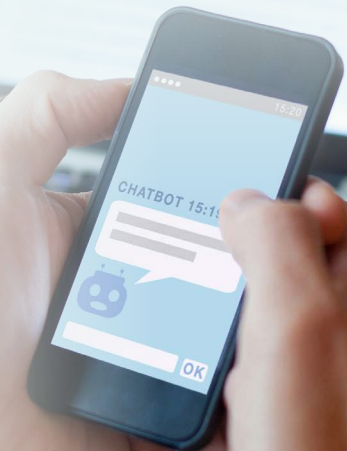
WHO WILL YOU MEET?

GENERAL MANAGERS, DIRECTOR, HEADS OF AND MANAGERS RESPONSIBLE FOR:

- Digital/Emerging Channels
- Product Owner – Digital/Chatbot/Emerging Tech/Customer Service
- Digital - Experience/Engagement/User Experience
- Innovation/Digital Innovation
- Customer Service/Contact Centres
- Employee Experience

FROM THE FOLLOWING INDUSTRIES:

- Government
- BFSI
- Universities
- Utilities
- BPO (Offshoring/Outsourcing)
- Transport & Aviation
- Retail



4 FEATURED WORKSHOPS

THE IMPORTANCE OF BOT DESIGN

Tapping into Types of Bot Designs and Capabilities to Create Deeper Brand Loyalty and Redefine The Human-Bot Interaction

WHAT A BOT CONVERSATION SHOULD LOOK LIKE WITH A LIVE DEMO

It's Time for A Chat: Designing the Now, Near and Far Strategies for Voice Digital Assistants to Improve CX and Engagement

CHOOSING THE RIGHT PLATFORMS AND CHANNELS

You One Stop Workshop to Make Your Bot Strategy A Success: How to Select the Most Effective Platform and Channel for Your Chatbot to Maximise ROI

OWN YOUR BOT CULTURE

Instilling a Chatbot Culture and Managing Bot Integration with Customer Journey Staff to Improve Internal Efficiency and CX

REASONS TO ATTEND

1

100% Tangible Case Studies and Lessons Learnt driven to address the commercial and CX values bots have promised

2

4 Interactive Workshops to transform and kick-start your bot journey- From building a valued proposition to designing and deploying a bot, with a live demo on designing the perfect conversation

3

Understand How Bot Metrics Differ by Industry:

Harness the opportunity to join **2 New Panel Discussions** for insights into optimizing data management and strategy

4

Answers to Your Biggest Problems:

Do you know how to **prioritize investments** from AI powered bots, sentimental analysis, NLP and different channels in your roadmap?

FEATURED KEY CASE STUDIES:



CREATE A NEW LEVEL OF CUSTOMER RELATIONSHIP

A behind the scenes look at how **Australian Broadcasting Corporation** is creating deeper brand loyalty by amplifying bot personality



QUICKER PROBLEM SOLVING SOLUTIONS

Hear about **CUA's** business case to scale intelligent chatbot capabilities to simplify and personalize health insurance



BETTER DATA COLLECTION TO IMPROVE CX AND REDUCE COSTS

Improve bot effectiveness by optimizing data management and strategy with **AXA Hong Kong**



PROVIDE 24/7 AFTER HOUR SUPPORT

Open Universities have released 3 bots to improve student experience and access, with a focus on high-value conversations

INDUSTRY EXPERT SPEAKERS



Shyamala Prayaga
Conversational Interaction
Designer
Ford Motor Company USA



Sudesh Thevasenabathy
Head of Customer Care
Management
AXA Hong Kong



Matthew Goonan
Chief Technology Officer
Digital Transformation Agency



Rakesh Padmanabhan
Head of Technology
ANZ



Kieran Clarke
Head Of Digital Engagement
VicRoads



Naved Khan
Head Buyer Experience, Global
Service Delivery Australia
& NZ
eBay



David Grilli
Product Owner-Chatbot
AGL Energy



Tyrone Ko
Head of Service
Transformation Member
Experience
Australian Super



Craig McCosker
Product Strategy Manger,
Future Focus
**Australian Broadcasting
Corporation**



Matthew Sherwood
Lead Product Owner
IAG



Susan Gibson
Head of Data and Analytics
**University of Technology
Sydney**



Carl Young
Analytics and AI Designer
**University of Technology
Sydney**



Nicole McInnes
Chief Marketing Director
OVO Mobile



John Batzaxis
Consumer Capabilities
Strategy Leader
Mercer Australia



Lyndon Summers
Product Manager
Open Universities Australia



Jimmy Wu
Insights, Advanced Analytics
Manager
The Coffee Club



Lidija Apoleska
Icare Contact Centre Manager
Service NSW



Dennis Chan
Manager Customer
Experience Technologies
Transport for NSW



Kathleen Carpenter
Product Manager
Healthdirect Australia



John Wood
Business Analyst
Spark New Zealand



Angela Hume
Customer Experience
Manager
Bayside Council



Melissa Witheriff
Head Of Digital
Credit Union Australia Limited



Craig Mendel
Head of Customer Contact
TAL



Sasha Merzliakov
National Manager - Digital
User Experience
nbn™ Australia

PRE-CONFERENCE WORKSHOPS

Monday, 12th August 2019



WORKSHOP A: 7:00-9:00AM

ChatBot UX Design and Development: Tapping into Types of Bot Designs and Capabilities to Create Deeper Brand Loyalty and Redefine The Human-Bot Interaction

AI is revolutionizing the customer service sphere with better and personalized service. It is not enough to understand what the customer wants and needs, but how they FEEL and to respond effectively with a solution.

The type of bot you design and deploy will be your differentiating point in delivering exceptional customer experience and the ROI bots have promised.

That is why, regardless of whether you are in the early and/or matured journey of bots, Workshop A will give you the opportunity to sit with industry experts to roadmap the design and development of your bot to meet consumer and business expectations.

- Getting started with bots: Understanding the trends, success rates and successful bot users
- How to define a bot business case with cost-benefits analysis and why this will differ across industry
- The basics of designing a Chatbot from steps 1-5: What does your company really need in a bot, when to best use Bots and on what channel?
- What not to do when building bots and pitfalls to avoid
- Look into types of bots that will match the human behaviour and used case studies of successful war stories and barriers
- Is your goal to design a Bot that can understand persona and maintain conversation flow?

Facilitator:

Sudesh Thevasenabathy

Head of Customer Experience

AXA Hong Kong

About the Facilitator:

Sudesh Thevasenabathy brings with almost 20 years of experience specialising in customer experience, process efficiencies and change management across multiple industries including telecommunications, consumer products, manufacturing, banking as well as more recently insurance, through his tenures with HSBC and Bank of America Merrill Lynch before joining AXA Hong Kong five years ago.

WORKSHOP B: 9:30-11:30AM

It's Time for A Chat: Designing the Now, Near and Far Strategies for Digital Voice Assistants to Improve CX and Engagement

As bots are prepared to meet the human behaviour and offer similar services; overcoming the pre-recorded and pre-scripted language that often comes with their service is a must!

Shyamala is a conversational interactive designer and will provide a live demonstration of how a conversation between a bot and human should look like. She is an expert on omni-channel voice assistants in traditional and autonomous cars so join her in this workshop to explore the conversational interface for chatbots; a game-changing feature of AI. See how it is used and see how you can implement it back to your own CX.

Workshop B will be your mini toolkit to make the shift towards a voice-based bot and how the voice digital assistant spectrum will change.

- What is AI?
- Identifying the right used cases; everyone wants everything to be voice enabled but how do you prioritize?
- Exploring voice recognition capabilities from command based, natural language processing and emotional capabilities
- The tricks and tools to create a user-friendly and customer-centric voice bot
- A demonstration of a conversation between a bot and human
- Designing a conversational interface that will meet your customers need and why this will differ respectively
- Finding a platform and software that will grow with your business
- The best chance of competing is actually collaborating with a vendor with a multi-channel, easily integrated platform

Facilitator:

Shyamala Prayaga

Conversational Interaction Designer

Ford Motor Company

About the Facilitator:

Shyamala Prayaga is a user experience evangelist having experience designing mobile, web, desktop and voice-based interactions. Presently working at Ford motor company, she is helping shape the future of digital and physical spaces within Ford and Lincoln vehicles through voice and multimodal speech interface.

PRE-CONFERENCE WORKSHOPS

Monday, 12th August 2019



WORKSHOP C: 12:30-2:30PM

Making Your Bot Strategy A Success: How to Select the Most Effective Platforms and Channels for Your Chatbot to Maximise ROI

Workshop C will assist you in building your roadmap and opinions into where you should be investing your money and time. What are the right platforms and channels for investments? What is effectiveness and where are the opportunities?

The challenge with getting started or progressing in the bot space is understanding how to prioritize your investments. Bounce ideas and gain valuable feedback from your industry experts in this interactive workshop to solve some of the biggest challenges with Chatbots.

- Ask yourself: What is it you want to achieve with your bot strategy?
- Do you want to generate more leads or increase brand awareness?
- What channels are your customers and competitors engaging with most?
- Explore where your company's journey is with bots and identifying the right opportunities to get started with AI
- Understand which tangible metrics can be used in your bot proposition and for which channel
- Determine the resources, skills and planning for the bot disruption
- Developing a continuing relationship with vendors

Facilitator:

Lyndon Summers

Product Manager

Open Universities Australia

About the Facilitator:

Having studied Fine Art at University, Lyndon took the only logical next step in his career possibilities. He moved into contact centres. He has worked in a variety of roles in the Telco and Health insurance industries, and now runs cross functional teams at Open Universities Australia (OUA) as a Product Manager. Lyndon initiated and has overseen the strategic vision and implementation of messaging, chat bots, IVR deflection to SMS, rapidly growing OUA's online conversational presence, and transformed the chat/messaging channel into the #1 conversion channel.

WORKSHOP D: 3:00-5:00PM

Your ChatBot Is Nothing Without a Bot Culture! Instilling a Chatbot Culture and Managing Bot Integration with Customer Journey Staff to Improve Internal Efficiency and CX

Workshop D will be your last workshop for the day and you will be working industry expert, Devi to understand the cultural impact of AI and Chatbots across your organization.

Your bot will only be a success if it can be adopted seamlessly by your internal staff. Your roadmap to deliver exceptional customer experience will only succeed if your customer journey staff can appreciate the benefits of bots and the long term impacts of bots.

Join Devi in this workshop to thoroughly discuss the culture barriers of bot integration and define a long-term strategy to put your bot roadmap in place.

- The company solutions being rolled out and how this will impact the management and employees: What is the resistance to bots?
- The growing impact of bots on the economy: Forecasting the future of bots and selling the benefits even if you don't have the tangible benefits yet
- An interactive exercise to plan your roadmap, build your business case and present back to the group
- Executive summary from each individual and take-away points

Facilitator:

Devi Rajcoomarsing

Senior Change Advisor, AI Transformation

Former Senior Change Manager

Transport for NSW

About the Facilitator:

Devi has extensive experience running cultural, digital, regulatory and structural transformation programs. With 10 years of practice, Devi has worked with many successful organisations including Transport, Manufacturing, Oil and gas, Banking, Insurance and government agencies to help them achieve their goals successfully.

From building change practice to managing end to end change, she has lead and coached change practitioners to be effective, open, transparent, promoting collaborative approaches within businesses and among teams. Her main focus is about understanding the business, the culture that prevails within different areas of the business, and the transformation they are going through, then adapting and aligning it with the company strategy, with the main objective of making it easier for executives, senior management and employees. Devi is very passionate about change, customer experience, digital evolution and innovation.

CONFERENCE DAY ONE

Tuesday, 13th August 2019



08:30 **CONFERENCE REGISTRATION AND WELCOME COFFEE**

09:00 **Opening Remarks by the Conference Chair**

Devi Rajcoomarsing

Senior Change Advisor, AI Transformation
Former Senior Change Manager

Transport for NSW

09:10 **Discover How AXA Hong Kong Is Transforming The Way They Connect With Their Customers Through The AI-Powered Interactive Bot To Make Insurance Personalized, Easier and Simpler**

Customers are now embracing the digital lifestyle more than ever. AXA Hong Kong has led the innovation in the Asia insurance market by moving from a product-led company to one that is more customer-centric, transforming the way they connect with their customers: simpler, easier and more personalized. Join Sudesh in this session to discuss what they've learnt, where they are now and the best practices for integrating an AI interactive chatbot across their digital channels.

- Delving into what AI really means for the industry?
- Positioning your bot strategy with customer expectations and needs to improve operational efficiency and revenue growth
- Using bots to offer a more personalized service by capturing customer insights at different service points
- What are the realities for evaluating tangible bot benefits after deployment: What are the metrics used and how do they differ by industry?

Sudesh Thevasenabathy

Head of Customer Care Management
AXA Hong Kong

09:50 **How the Commonwealth is Using an Agile Approach to Develop Accessible Chatbots and Create Frictionless Services**

Digital transformation is not an end unto itself, but a way for organisations to place the user at the center of their

CASE STUDY

services. User centered design looks to create frictionless services, allowing them to have more time for the things they want to do. At the DTA, how we support and encourage user centered design is described in the Digital Service Standard.

- How Chatbots offer the potential to shift our user engagement from low value transactions to high value engagement, building a stronger bond between user and organisation
- To successfully deploy chatbots, first we must know ourselves and what we want to achieve, and in the Commonwealth, these services must be accessible, secure and trusted
- Using the Digital Service Standard's goals, Matt will show how the Commonwealth is using an agile approach to developing accessible chatbots

Matthew Goonan

Chief Technology Officer

Digital Transformation Agency

10:30



Speed Networking Session

An effective structured interactive session designed to help expand your network through one-to-one focused conversations. Bring your business cards!

11:00

MORNING TEA AND NETWORKING BREAK

11:30

CASE STUDY

Why Bots With Personalities Will Create Deeper Brand Loyalty and A New Level of Customer Relationship

Australian Broadcasting Corporation has been working on personalizing bot interactions to meet customer expectations. Bots with personalities that can offer a human-like service will develop more affiliated relationships to the mass audience and align the brand's identity to their delight. Join Craig to discuss his goals in personalizing the human-bot relationship at scale to create deeper brand loyalty and a new level of customer relationship.

- Creating a more conversational and human service to strengthen bot relationships

- Overcoming the challenges with voice enabled AI to create a conversation flow
- ABC's journey in launching regular interactions and future goals to personalize the relationship at scale
- A behind the scenes look at how the ABC is deploying the bot for the Federal election

Craig McCosker

Product Manager - Mobile, Abc News Digital

Australian Broadcasting Corporation

12:10

We Built a Chatbot and Survived and the Chatbot Did Too: A Behind the Scenes Look at Lessons Learnt and Pitfalls To Avoid When Building and Growing Chatbots

With approximately 3.6 million customer accounts; in 2017 AGL launched a customer facing Chatbot as a part of their customer experience transformation journey. Join David to explore what it took to build a personalised, integrated and scaled bot. Take a behind the scenes look at how and why processes could have been executed differently.

- What do you need to know before you build a Chatbot?
- What you should consider when you're ready to launch a your Chatbot?
- How to help your Chatbot understand your customers?
- How to help your Chatbot help your customers and provide and personalised service along the way?

David Grilli

Product Owner-Chabot

AGL Energy

12:50

NETWORKING LUNCH

13:50

Interactive Discussion Groups (IDGs)

This is your chance to make your conference experience truly interactive and collaborative. Each IDG is set in a roundtable format and will be facilitated by an expert practitioner in the space. In two rotations, each IDG will last for 20 minutes, allowing you to pick the two top of mind topics you wish to discuss and solve.

CONFERENCE DAY ONE

Tuesday, 13th August 2019



TOPIC 1: Building your Business Case with Proof of Concepts to Drive AI capability within the Organisation

Sasha Merzliakov

National Manager - Digital User Experience
[nbn™ Australia](#)

TOPIC 2: Forecasting The Operational Impact of Bots in Contact Centre Environments: What Barriers and Opportunities Can We Expect For The Employee and Customer Experience?

Lidija Apoleska

Icare Contact Centre Manager
[Service NSW](#)

TOPIC 3: The Power of Leadership Is a Differentiator in CX: How to Convince Senior Management to Invest and See That AI Is More Likely to Enhance Than Replace Roles

Craig Mendel

Head of Customer Contact
[TAL](#)

14:30

From Prototype to Production: How UTS is Leveraging Federated Data across Digital Channels for Better Consumer Insights and Analytics

The University of Technology has deployed the ability to synchronize separate knowledge collected from Bots into a Meta-databased management system. This joint presentation will be presented by Susan and Carl following the success of their scalable bot platform to enhance the student experience.

- What is a federated data base system and the impact of its ability to map multiple autonomous data base systems into a single federated data based
- Identifying customer needs when it comes to interacting with chat based forms of AI
- Overcoming challenges in modernising and automating front and back-end customer service

- Measuring the effectiveness of Bot through automated reporting and manual adjustments of Q&As

Susan Gibson

Head of Data and Analytics
[University of Technology Sydney](#)

Carl Young

Analytics and AI Designer
[University of Technology Sydney](#)

15:10

AFTERNOON TEA AND NETWORKING BREAK

15:50

The Impact of Bot Revolution on Our Customers, Employee Experiences and Revenue

What does the future of bots look like and why it may seem further than it is? For bots to become a successful tool, businesses must overcome the challenges in getting not only the internal teams on board, but the consumers to use the bots. Delve into why it is so difficult to achieve an enterprise wide seamless adoption of AI powered bots. Led by 4 industry leaders, this panel will discuss:

- Why A Seamless Adoption of Bots Is Much More Difficult Than it Seems
- How will your business be disrupted if adopted seamlessly
- Selling the benefits of bots to improve staff engagement: What are the most effective strategies?
- Marketing Bot capabilities to the consumer and educating them on the function of bots: Why is it so difficult?
- Forecasting significant barriers in the future and creating a roadmap to overcome them
- Key tips for working out where AI powered bots come into the world of good customer service

Panelists:

John Batzaxis

Consumer Capabilities Strategy Leader
[Mercer Australia](#)

Kieran Clarke

Head Of Digital Engagement
[VicRoads](#)

16:30

Nicole McInnes

Chief Marketing Director
[OVO Mobile](#)

Rakesh Padmanabhan

Head of Technology
[ANZ](#)

How Open Universities Australia Leverages Different Types of Bots To Ensure That Students Can Connect to OUA Services At Any Time

Open Universities Australia (OUA) have partnered with LivePerson's conversational platform to digitally transform the way students connect with their student services, advice and acquisition. Students can now access the help they need over SMS, Facebook Messenger, as well as the traditional channels like voice and email. Lyndon Summers, OUA's Product Manager mentioned that "they prefer it over voice calls [and] we've seen a high customer satisfaction score with bot conversations of over 80% on average since implementation and an ROI of over 220% within six weeks of launch." Join Lyndon in this session to continue this discussion on:

- How OUA is setting a new precedent in education by releasing the 3 bots to give student assistance on their own schedule and term
- Working in cross functional teams to keep the bot up to date with continuous improvement
- Harnessing the ability to choose the most suitable platform and vendor partners:
- The tricks and trade of understanding where to go for the next 12 months

Lyndon Summers

Product Manager

[Open Universities Australia](#)

17:10

Closing Remarks from the Conference Chair

Devi Rajcoomarsing

Senior Change Advisor, AI Transformation
Former Senior Change Manager, [Transport for NSW](#)

17:10

END OF DAY ONE AND NETWORKING DRINKS

PANEL DISCUSSION

CASE STUDY

CONFERENCE DAY TWO

Wednesday, 14th August 2019



08:30 **CONFERENCE REGISTRATION AND WELCOME COFFEE**

09:00 **Opening Remarks by the Conference Chair**

Devi Rajcoomarsing

Senior Change Advisor, AI Transformation
Former Senior Change Manager

Transport for NSW

09:10 **Filtering Through Customer Issues and Going Beyond Conversations With Natural Language Processing Tools to Further Understand Customer Emotions**

Companies continue to rollout Chatbots for a number of uses. The used cases for AI are becoming more and more widespread and with the applications of NLP, bots are taking conversations beyond customer needs. Chatbots now have the ability to listen in to what users are typing and match keywords to provide a response. Join Shyamala in this session to explore what a conversation between a customer and business should look like.

- What is Natural Language Processing (NLP)?
- How will NLP affect conversation between the brand and customer?
- NLP is tough and is recommended for those who are experienced with Chatbots already; where does your journey begin with NLP?
- The importance of looking into the future and predicting how you will scale your simple idea into an advanced chatbot

Shyamala Prayaga

Conversational Interaction Designer

Ford Motor Company USA

09:50 **Transport for NSW Continues to Boost Digital Experiences by Enhancing Voice-Activated Personalisation Through their Transport Bot**

Transport NSW commuters have been fortunate to experience a digital first access to voice-activated information through their Real-time Intelligent Transport

Assistant (RITA). RITA began as an interactive Chabot on Facebook Messenger and has now evolved to include not only real-time bus information but Opal voice activated balance top-ups in the home and frequently asked questions. Dennis will discuss the new features and Omni-channel experiences Bots can now deliver to enhance personalization and CX.

- The transformation with Chatbots- What can the Bots does now?
- Personalization and Automation- Strategy and service to integrate Bots into existing programs and channels
- Launching a conversational designed Bot to amplify existing progress
- Extending the value of Bots across the company

Dennis Chan

Manager Customer Experience Technologies

Transport for NSW

10:30 **MORNING TEA AND NETWORKING BREAK**

10:30 **Following the Success of SAM, CUA is Extending Bot Capability to New Sales Channels Across the Business to Digitally Engage Members**

CUA is Australia's largest credit union providing financial, health and insurance solutions to almost 500,000 Australians. Following CUA's continuing investment to improve member's experience journey and digital innovation, the implementation of SAM, a digital virtual sales assistant was able to successful guide members through their full health insurance purchase and improves conversion rates. The results from this pilot were an enhanced digital online experience for members. Join Melissa in this session to explore SAM's value in other scopes of the business and the journey to find the suitable partner.

- Who is SAM and what does he do?
- Brain- Trainers: A new role with new opportunities for bot efficiency

11:40

CASE STUDY

- Engaging teams in the design and development stage of bots to overcome change management issues
- Sales conversion have improved and longer period of analysis will allow improved member experience and attract new customers
- CUA's digital innovative strategy: The roadmap for the future and plans of implementation
- The partnership with Flamingo AI: The vendor market is full but how do you know who to partner with?

Melissa Witheriff

Head Of Digital

Credit Union Australia Limited

The Future of Bots in Health: HealthDirect Launches A Speech Recognizing Bot Helpline For Better Time-Saving Solutions and Minimal Labour Costs

Healthdirect launched a pilot program to assist end users engage in a text-based conversation to understand their symptoms. This year with the arrival of voice assistants like Google Home and Alexa, HealthDirect are seeking to launch automated voice-based helpline o drive traffic away from nurses. Join Kathleen as she discusses:

- Integrating chatbots into the omni-channel strategy to revolutionize health
- Evaluating suitable channels for different topics and products- Voice activated/text/social media/digital assistant
- Converting content into voice conversations and the challenges in taking large amount of texts into concise answers
- Marketing and managing bot integration to customers

Kathleen Carpenter

Product Manager

Healthdirect Australia

12:20

NETWORKING LUNCH

CONFERENCE DAY TWO

Wednesday, 14th August 2019



13:20 **Choosing the Right Platform and Partnership: Developing a Flourishing Tech Relationship with Vendors and Stakeholders to Ensure The Success of Your Bots**

SOLUTIONS CLINIC

Naved Khan

Head Buyer Experience, Global Service Delivery Australia & NZ
eBay

14:00 **Mirroring Customer Behaviour and Appropriately Responding to Meet Customer Expectations and Emotions Through Sentimental Analysis**

Gartner predicted that by 2020, the customer will manage 85% of their interactions with a company without a human interaction. The goal is to design a bot which doesn't sound or behave like a human and a tool to help achieve this is sentimental analysis; a process to help extract both the topic and feeling to understand the language, context and tone.

- Tapping into text analysis and sentimental analysis to improve CX delivery
- Why is sentimental analysis important?
- Sentimental analysis is most useful when it detects cases that need to be transferred over to an agent
- Using the insight to provide better customer service 24/7
- Comparative advantages of building a real time sentimental analysis bot into your business

Jimmy Wu

Insights, Advanced Analytics Manager
The Coffee Club

14:40 **AFTERNOON TEA AND NETWORKING BREAK**

15:20 **Building Your Roadmap Using AI and Data to Optimize Management Strategies and Improve Bot Effectiveness**

PANEL DISCUSSION

Conventional human services come with their own set of limitations; one being the analysis of big data. The introduction of Chatbots is now being incorporated to provide accurate customer data, automate data analysis and collection to provide in-depth customer insights. Join this panel discussion with 4 industry experts on their journey to discuss how you can better your data collection with bots to improve the customer experience and reduce costs.

- Improving bot effectiveness means taking action to set and manage expectations
- What is sentimental analysis and how does it apply to bots?
- Performing accurate analysis of a large amount of data to measure the effectiveness of each message, the expectations and suggesting optimization in clean graphical interface
- How to improve analysis on unstructured data across digital channels

Panelists:

Jimmy Wu

Insights, Advanced Analytics Manager

The Coffee Club

Matthew Sherwood

Lead Product Owner

IAG

Tyrone Ko

Head of Service Transformation Member Experience
Australian Super

16:00 **How Chat and Virtual Assistant were Instrumental in Improving CX Outcomes as Part of Sparks Digital Adoption Strategy**

John Wood

Business Analyst
Spark New Zealand

16:40 **Closing Remarks from the Conference Chair**

Devi Rajcoomarsing

Senior Change Advisor, AI Transformation
Former Senior Change Manager
Transport for NSW

