

TUESDAY 14 JULY 2020	
11:00	<p><b>PANEL: The Future Of Customer Contact: Go Digital Or Get Left Behind</b></p> <p>In the age of evolving customer demands and demographics, the pressure to go fully digital is higher than ever before. However, this is easier said than done. How can we digitally transform our businesses and deliver a foundational change in the way we provide value to our customers? This dynamic opening panel will explore:</p> <ul style="list-style-type: none"> <li>• Digital transformation, integration and innovation enterprise-wide</li> <li>• Overcoming legacy systems and legacy thinking</li> <li>• Leveraging existing internal and external partnerships</li> <li>• Getting the frontend and the backend to talk</li> </ul> <p><b>Moderator:</b> <b>Leong Chee Sung</b>, Head of Customer Care, <b>YTL Communications</b></p> <p><b>Panellists:</b> <b>Sandra De Zoysa</b>, Group Chief Customer Officer, <b>Dialog Axiata</b> <b>Hew Wee Choong</b>, Vice President, Investment Development, <b>Malaysia Digital Economy Corp.</b> <b>Raj Chaudhuri</b>, Vice President – Global Business Services, <b>American Express</b> <b>Patrick Ong</b>, Manager, Solutions Consulting – SEA, <b>Genesys</b></p>
11:40	<p><b>Human-Centered Design Techniques in Today's Contact Centres</b></p> <ul style="list-style-type: none"> <li>• Understanding the basics of Human-Centered Design</li> <li>• Understanding the channels, business requirements and external factors</li> <li>• Applying simple tools, tricks you can use to enhance the customer experience</li> <li>• Iterations, the art of acceptance</li> <li>• Exploring the use of AI and Biometrics to strengthen anti-fraud and caller verification capabilities</li> <li>• Modernising IVRs with secure, advanced and conversational interfaces for frictionless interactions</li> <li>• Providing ease-of-use, cost effectiveness and truly omni-channel experiences to contact centres</li> </ul> <p><b>Damian Leach</b>, Executive Director, Head of Collaboration &amp; Communications, <b>Standard Chartered Bank</b></p>
12:10	<b>Transition</b>
12:15	<p><b>Speed Networking</b></p> <p><i>Attendees will have the opportunity to virtually network with like-minded peers through a roulette-like digital activity</i></p> <p><i>Attendees will have 3 x 4 min rounds, connecting with others in attendance through random allocation</i></p>
12:30	<b>Lunch Break</b>
13:30	<p><b>PANEL: I'm All In: Effective Change Management And Organisational Buy-In</b></p> <p>As organisations go digital and transform both internal and external processes, getting all departments and channels in sync is a huge organisational task. With the level of complexity involved, a significant amount of change management is required. Hear from our experts on:</p> <ul style="list-style-type: none"> <li>• Connecting processes, people and culture to drive customer-centric service transformation</li> <li>• Cultivating a culture of excellence and enhancing service excellence</li> <li>• Cementing the relationship between employees and customer experience</li> </ul>

	<p><b>Moderator:</b> <b>Kapil Bhatia</b>, APAC Regional Leader, <b>Philips</b></p> <p><b>Panellists:</b> <b>Neeti Mahajan</b>, Managing Director Global Service Centre (GSC) Malaysia, <b>HSBC</b> <b>Nadiah Tan Abdullah</b>, Chief Human Resources Officer, <b>S P Setia Berhad</b> <b>Heru Kautsar</b>, Culture &amp; Change Management, <b>PT Pertamina (Persero)</b></p>
<b>14:10</b>	<p><b>Customer Success Is A Journey, Not A Destination</b></p> <ul style="list-style-type: none"><li>• Transforming contact centre operations into strategic drivers to elevate customer and seller experience</li><li>• Embracing a fully transformed digital customer journey to improve customer satisfaction and experience</li><li>• Improving customer self-service and operational efficiencies for customer success</li></ul> <p><b>Syarif Lee</b>, Chief Customer Officer, <b>Lazada</b></p>
<b>14:40</b>	<b>End of Day</b>

**WEDNESDAY 15 JULY 2020**

**PREMIUM PASS**

**INTERACTIVE WORKSHOP: By The People, For The People**

Poor customer service is costing businesses more than \$75 billion a year. Even in this digital age, the human touch is still at the core of everything we do. Businesses often forget the power of effective customer service, especially so for front-line agents. How can we ensure our processes, people and technology work in tandem for maximum effectiveness?

This session aims to equip participants with the skills to empower agents to thrive in this “digital-first” environment, thus enabling businesses to harness people power to achieve outstanding customer service and experience.

**Key Takeaways:**

- Defining a specific and actionable employee engagement plan
- Giving ownership to your team for autonomous decision-making
- Conducting effective training programmes
- Changing your organisational culture to become more people-centric and customer-centric

**11:30**

**Workshop Leader:**

**Julian Neo, Managing Director, DHL Express Malaysia**



Julian Neo is the Managing Director of DHL Express Malaysia & Brunei. Julian started his career with DHL Express Malaysia in April 2000 as a Global Account Manager managing a portfolio of key financial institutions and held various sales management roles thereafter. In August 2006, his portfolio expanded when he was appointed Director of Sales in Malaysia. He was then posted to Singapore in 2009 as Senior Director of Sales for DHL Express Singapore. In 2013, Julian assumed the role of Vice President, Commercial for DHL Express Singapore, where he is responsible for the strategic leadership of all commercial activities of the business including sales, marketing and sales planning and development.

Under his leadership, the commercial team delivers sustainable growth to the business by focusing on gaining revenue, market share and profit.

**12:30**

**LUNCH BREAK**


**14:00**

**INTERACTIVE WORKSHOP: Contact Centre Revolution: Show Me The Money**

According to ICMI and Zendesk Research, 62% of contact centres are perceived as cost centres by the rest of their organisations. In recent years, there has been a paradigm shift in the role of contact centres: from being information providers to solution providers. How can we facilitate this shift and generate real revenue through contact centres?

**Key Takeaways:**

- Evolving from a cost centre to becoming a profit centre
- Monetising customer insights and interactions
- Enhancing agents’ ability to convert cross-sell and upsell opportunities

	<p><b>Workshop Leader:</b> <b>Lucinda Pillay</b>, Country Customer Service Manager – Ocean and Logistics, A. P. Moller – Maersk</p>  <p>Lucinda is a people-oriented leader with skills in leading commercial teams in sales and marketing and customer service.</p> <p>She is passionate about transformation involving team engagement and business performance.</p> <p>Lucinda currently leads the Ocean and Logistics Customer Service team in Maersk Malaysia.</p>
<b>15:00</b>	<b>End of Day</b>