

Stay Ahead of the Game



21st November . The Corinthian . Glasgow

1.30pm - Registration opens

2.00pm - Staying Ahead of the Game

Stuart Dorman, Chief Innovation Officer, Sabio

This session will focus on the critical role that intelligent design needs to play to remove friction and deliver the experiences that really work for your customers. And how to integrate transformational technologies such as AI.

2.30pm - Mapping the CX Journey

Paul Conlin, Solutions Architect, Sabio

A practical session that reviews real life scenarios and demonstrates how technology can assist both the customer and the agent to successfully complete journeys.

3.00pm - Short Break

3.30pm - Listen, analyse and act: exceeding customer expectations through analytics

Alistair Mearns, Solutions Consultant CCXP, Verint

Do you understand the demands and expectations of today's empowered customers? Are you able to get a connected view of your customers' interactions across multiple touch points? Can you gain insight from their behaviour, interactions and feedback? In a competitive world where price and product is no longer a differentiator, you need to be finding ways to exceed your customers' high expectations. Find out how analytics can help deliver the insight needed to help simplify, modernise, automate and improve your customers' experiences and overall satisfaction.

4.00pm - The fastest ways to improve your contact centre Net Promoter Score

Simon Thorpe, Director, Bright UK

Sharing Bright's unique insight from benchmarking thousands of customer contact operations and surveying millions of customers annually on the quickest and most effective ways of improving your NPS.

4.30pm – Summary and Discussion

Stuart Dorman, Chief Innovation Officer, Sabio

5.00pm - Join us for drinks and canapes

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