

QUARTERLY FORUM

THURSDAY 10 MAY 2018

Agenda

4pm **Registration, light refreshments and networking**

4:25pm **Welcome** Jane Thomas, Managing Director, Call North West

4:30pm **Welcome to Co-op** Ben Lyons, Contact Centre Manager, Co-op

Ben and his outstanding team of Team Leaders will share with us how they transformed the contact centre into a centre of excellence where the team are committed to ensuring they deliver exceptional service whilst enjoying the engaging environment – a happy and engaged team means happy customers. Ben will cover the change programme he undertook, the challenges, learning curves and successes.

5:15pm **You Got Me at 'Hello'** Anthony Buxton, CEO, Premier CX

Relationships can be made or broken before an agent even says “hello” to a caller. We all know people’s opinion of poor IVR menus and queue experiences. In this entertaining talk, Anthony will give examples of refreshing, simple and innovative ways to make these areas enhance CX, especially highlighting recent innovations around personalised and dynamic IVR menus... a concept that’s rapidly changing the ‘norm’ as the best way to route calls to the correct agent skill group.

5:45pm **Co-op’s Award-winning Voice of the Customer Programme**

Adrian Morley

Adrian has been instrumental in working through this outstanding programme which has transformed the way the contact centre engages with its customers. It wasn’t all ‘plain sailing’ however the results speak for themselves. A great insight for all to learn the challenges and successes commitment to making such change can bring to the customer experience. To include an interactive Q&A.

6:45pm **Call North West Annual Awards 2018 - Programme Launch & Members Update**

Jane Thomas, Managing Director, Call North West

7pm **Close, with drinks and canapés**

details

1 Angel Square, Manchester M60 0AG

Please note, there is no parking on site. Car parking is available nearby. Manchester Victoria station is minutes away.

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