

Programme

Customer service in the digital age

Tuesday 11 December 2018, De Vere West One, London

Online portals, mobile apps, social media, and the innovative use of Artificial Intelligence are creating new opportunities for organisations to offer services around the clock, often without the need for human interaction.

- 9:30 Registration and refreshments**
- 10:00** Chair's welcome and introduction
Jon Land, HQN
- 10:10** KEYNOTE: Customer service in the digital age – learning from top performing companies
Jo Causon, CEO, Institute of Customer Service
- 10:50** The Optivo approach to customer service
Jeanette Alfano, Director of Technology and Transformation, Optivo
- 11:30 Refreshments**
- 11:45** Improving the customer experience to support Universal Credit delivery
David Ferguson, Digital Programme Manager, Customer Management Team, and Angeline Saunderson, Business Analyst, North East Lincolnshire Council
- 12:15** How smart technology can support residents in the home
Louise Rogerson, Director of Operations, Howz
- 12:45** Supporting customers to go digital
Sophia Koopman, Head of Property, Community Fibre
- 13:15 Lunch**
- 14:00** KEYNOTE: Why 'connected moments' matter – the science behind improving the customer experience
Richard McCrossan, Head of Digital EMEA, Genesys
- 14:45** The customer experience: modernising the customer journey
Julian Arthur, CX Account Director, Housing and Real Estate, Oracle
- 15:15 Refreshments**
- 15:30** The friends and family test - why the Green Paper is a game changer for customer satisfaction
Katy Wilburn, Head of Research and Insight, Voluntas
- 16:00** Futuregov session
Adam Walther, Project Director, Futuregov
- 16:30 Close**

