

NAVIGATING THE CX FRONTIER:

Charting a Course for Tomorrow's Experiences

Storey Club, Paddington

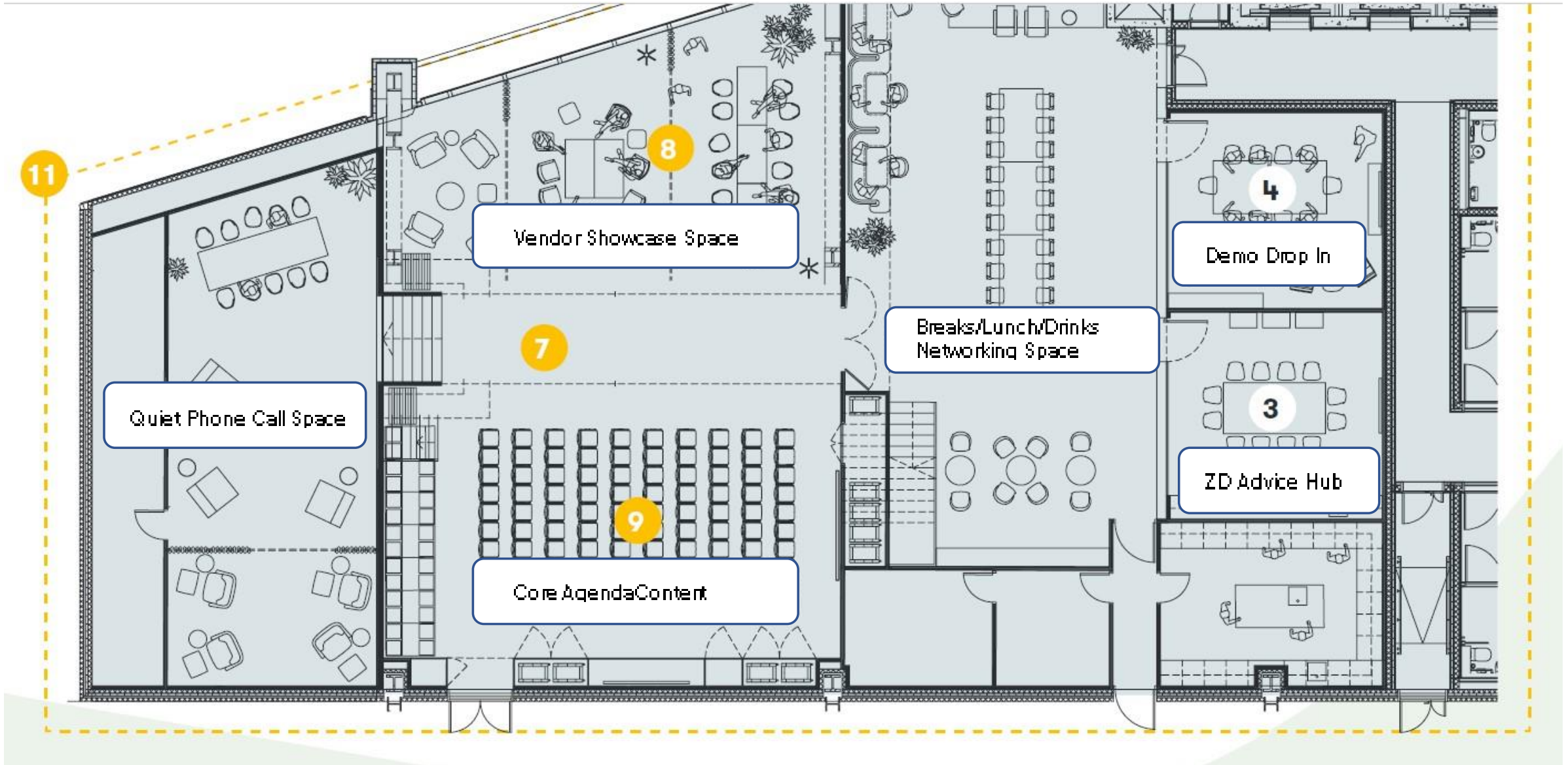
WEDNESDAY 1ST NOVEMBER

Wi-fi: Storey3v3nts



Welcome!





Lower Ground Floor, Storey Club Paddington

Thank you to our partners

CALABRIO™



DigitalGenius

Thank you to our speakers



**Chandni
Bhatt**
BEAUTY PIE



**Ed
Creasey**
CALABRIO



**Eric
Jorgensen**
ZENDESK



**Stephen
Yap**
CCMA



**Luke
Duffell**
NICE



**Vinay
Parmar**
DHRUVA STAR



THIS MORNING'S AGENDA

10.30 am - WELCOME & INTRODUCTIONS

10.45 am - NAVIGATING THE CX FRONTIER: CHARTING A COURSE FOR TOMORROW'S EXPERIENCES

Scott Woodland, Route 101

11.15 am - SEPARATING HYPE FROM REALITY

Eric Jorgensen, VP Enterprise Sales, Zendesk

COFFEE BREAK

12.00 pm - HUMaNiTY: HOW TO KEEP PEOPLE AT THE HEART OF YOUR AI STRATEGY

Luke Duffell, Senior Sales Engineer, NICE

12.30 pm - 7 CXO SECRETS FOR BOOSTING THE RESULTS FROM YOUR CX STRATEGY

Vinay Parmar, Founder & CEO, Dhruva Star



THIS AFTERNOON'S AGENDA

2.00 pm - WELCOME BACK

2.15 pm - PANEL DISCUSSION 'CX LEADERSHIP: WHAT DOES IT LOOK LIKE?'

Fern Carey, CX Consultant, Route 101

Chandni Bhatt, Senior Manager, Member Happiness (CX), Beauty Pie

Stephen Yap, Director of Research, CCMA

2.45 pm- CRAFTING AUTHENTIC, HUMAN CENTRED EXPERIENCES IN A TECH DRIVEN WORLD

Richard Simpson, Head of Solution Engineering, Route 101

COFFEE BREAK

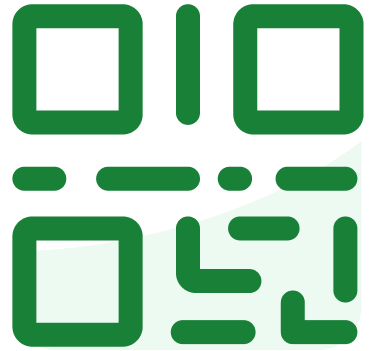
3.30 pm- ACTIVATING THE AGENT OF THE FUTURE

Ed Creasey, Global Director Pre-Sales, Calabrio

4 pm - CLOSING REMARKS & NETWORKING DRINKS



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Why are you here today?

ⓘ Start presenting to display the poll results on this slide.

THE AIMS OF TODAY'S EVENT

We want you to leave feeling:



CONNECTED



INFORMED



EMPOWERED

NAVIGATING THE CX FRONTIER:

Charting a Course for Tomorrow's Experiences



Scott Woodland

CX TECHNOLOGY TRANSFORMATION, ROUTE 101



A glowing crystal ball is held by two hands, one on each side. The crystal ball is bright white and emits a strong blue light, creating a circular glow on the dark background. The hands are positioned as if they are holding the crystal ball steady. The text "What Do Tomorrow's Experiences Look Like?" is centered over the crystal ball in a bold, blue, sans-serif font.

**What Do Tomorrow's
Experiences Look Like?**

Lost productivity in dealing with customer issues costs UK businesses **£11.4bn** a month

THE INSTITUTE OF CUSTOMER SERVICE, 2023

RISING COSTS

SKILLS SHORTAGES

REGULATORY PRESSURES

DEMANDING CUSTOMERS

CX in 2023

Average Customer Satisfaction in the UK has fallen compared to 2022



Strong correlation between CSAT and business performance - organisations with the highest CSAT levels generally achieve the strongest sales growth - UK CSI

Customer Experience is still the key differentiator -

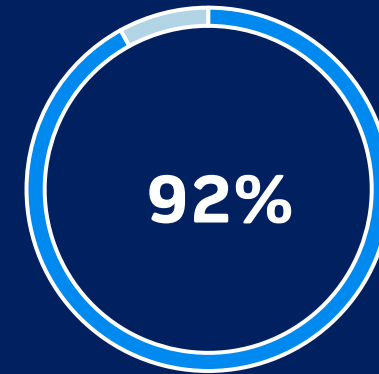
- **86%** of consumers will leave a brand after just 2 poor experiences (and nearly half of them have done so!)
- **69%** of businesses ranked increasing retention as main aim of CX program (UK CX DMG)
- CX now drives over **two-thirds** of customer loyalty (Gartner)

Delivering Exceptional Service for Future Success

How to deliver a seamless customer journey?

How to balance cost and profit without negatively impacting CX?

How to retain trust and build loyalty?



Of both B2C and B2B executives say they believe their customers are changing faster than they can change their business.

[Accenture, 2023]

What does that mean for you?

“Emerging technologies mean CX leaders are increasingly under pressure to be technology pioneers too.”

[CCMA, 2023]

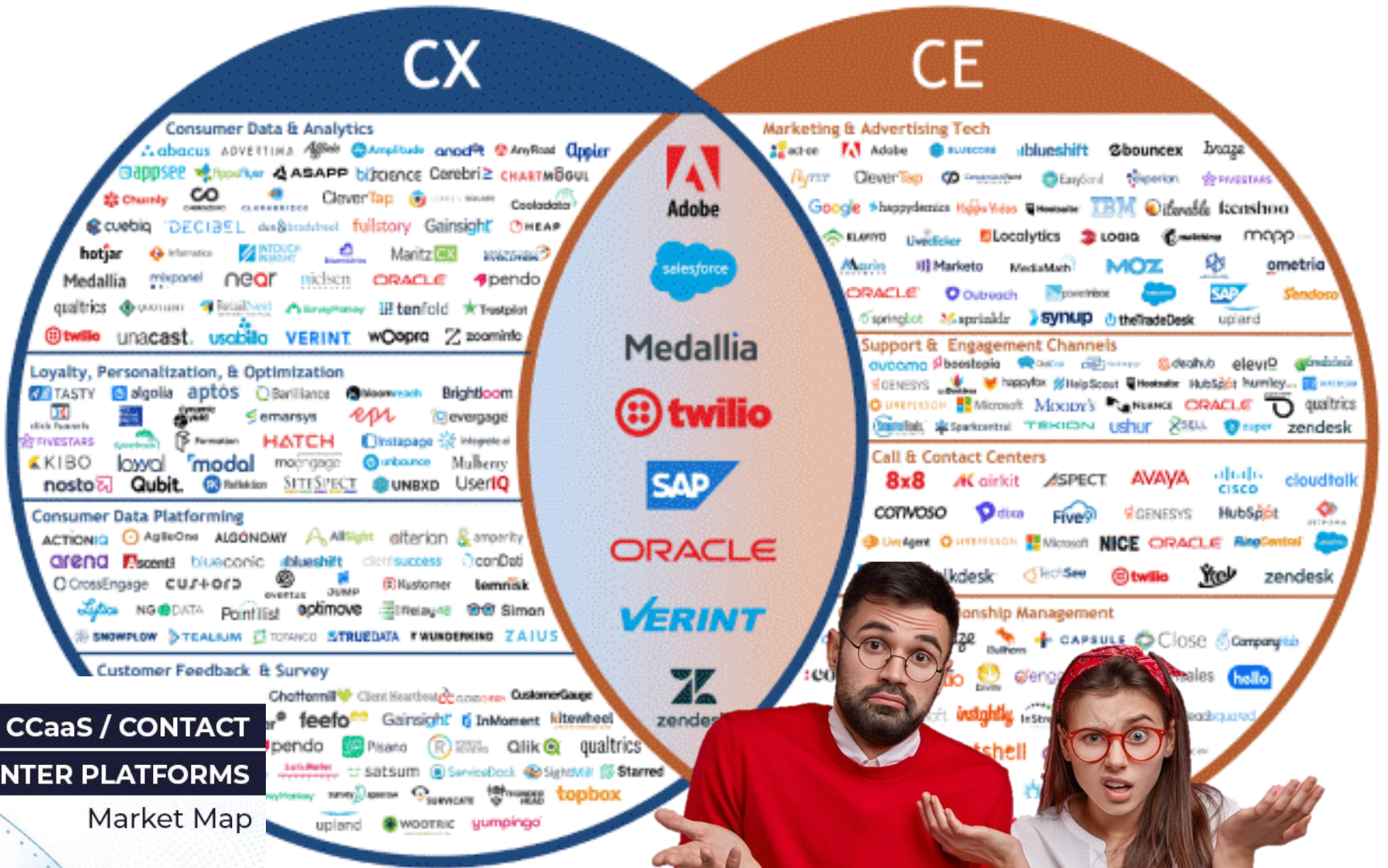


**Of customers think
businesses are
underutilising tech for
customer service**

Zendesk CX Trends, 2023

Most contact centre leaders are not native technologists!

Even experienced leaders find it challenging to make decisions within a landscape that is constantly changing

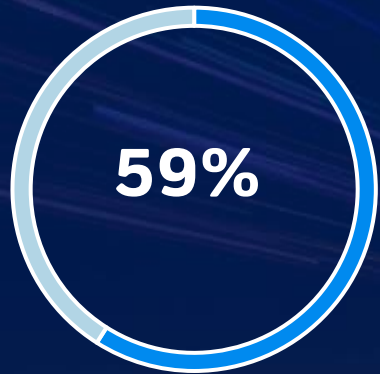


CCaaS / CONTACT CENTER PLATFORMS

Market Map



What role should technology play?



Of organisations now say that delivering a seamless customer journey is one of their top 3 priorities.

[Gartner, 2023]

69% of leaders plan to expand the number of channels they use to serve, but **40%** say that channels are still isolated, with little or no visibility of prior interactions

9 in 10 leaders will invest in additional self-service capabilities in the next 2 years, with the goal of driving customers to conversational IVRs, interactive FAQs, virtual agents and chatbots. [UK CX DMG, 2023]

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Where in your priority list does technology sit as a vehicle for CX Transformation?

① Start presenting to display the poll results on this slide.

Technology & The Employee Experience

Alleviating tasks or just
adding a new layer of
mental load?



HIGH BURNOUT RATES:

30-35%
agent
turnover

ON AVERAGE, AGENTS HANDLE

3.2 channels
concurrently



AGENT WELLBEING & ATTRITION HAS AN
IMPACT ON THE BOTTOM LINE:

Poor mental health
costs the UK contact
centre industry over
£990m in lost
productivity every year

Research conducted May 2022

95% OF STAFF SAY MENTAL WELLBEING
PROBLEMS ARE MAKING THEM LESS
PRODUCTIVE - LOSING AN AVG OF 9
WORKING DAYS PER YEAR.

DEALING WITH **FRUSTRATED CUSTOMERS**
HAS IMPACTED THE MENTAL HEALTH OF
67% OF FRONTLINE CUSTOMER SERVICE
EMPLOYEES IN THE LAST 12 MONTHS

BY 2024, **THE TOP CITED REASON**
CUSTOMER SERVICE ADVISORS LEAVE THE
SERVICE ORGANISATION WILL BE THE
UNOFFICIAL EMOTIONAL LABOUR THEY
NEED TO PERFORM WITH CUSTOMERS
OUTSIDE OF THEIR OFFICIAL JOB DUTIES.

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**What Do Tomorrow's
Experiences Look Like?**

The Rise of AI

It's Coming:

Gartner predicts that by 2025, **80%** of customer service and support organisations will be applying generative AI technology in some form to improve agent productivity and customer experience (CX).



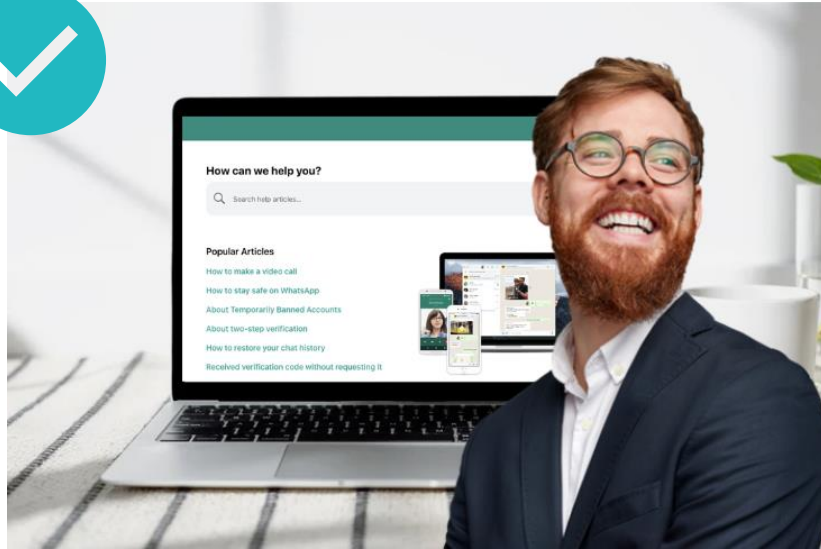
Generative AI technologies could increase productivity between 30% and 45%.

38% of leaders see **improving customer experience and retention** as the primary purpose of implementing Gen AI

A glowing crystal ball is held by two hands, one on each side. The crystal ball is bright white and emits a strong blue light, creating a circular glow on the dark background. The hands are positioned as if they are holding the crystal ball steady. The text "What does this mean for you?" is written in a bold, blue, sans-serif font across the center of the crystal ball.

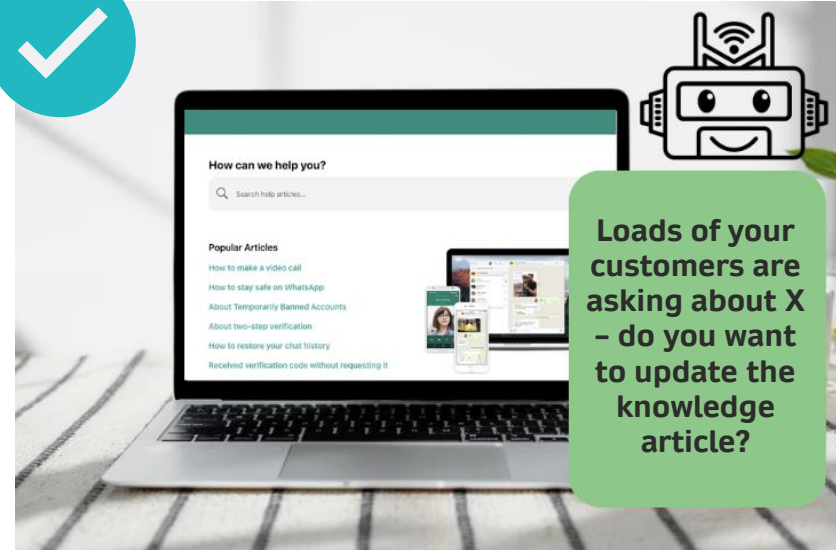
**What does this mean
for you?**

What if...



Your customers can find all the info they need on your website right away – so they don't need to contact you.

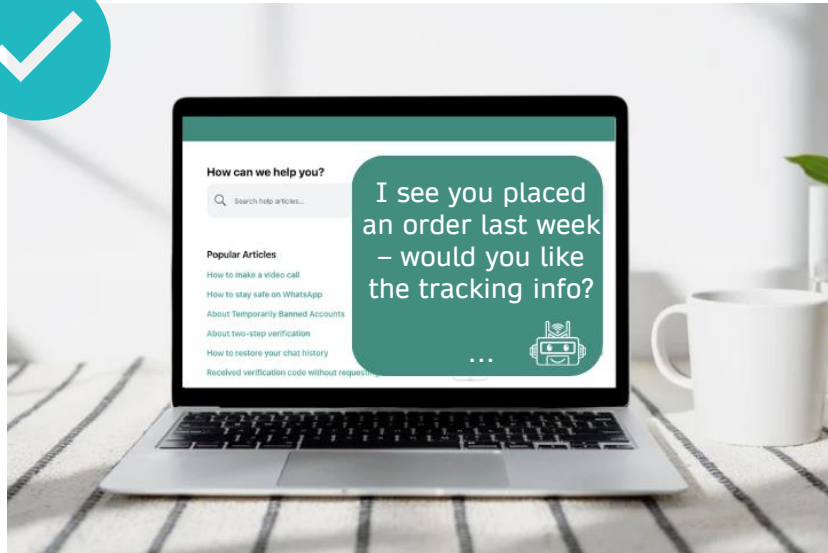
SEO | FAQs | Knowledge Base



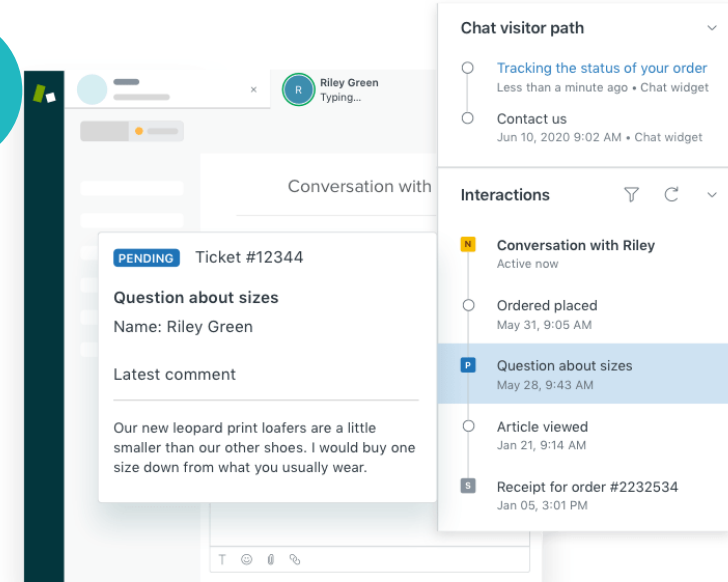
Loads of your customers are asking about X – do you want to update the knowledge article?

Your knowledge base articles stay up to date based on AI-powered suggestions and intelligent monitoring.

What if...

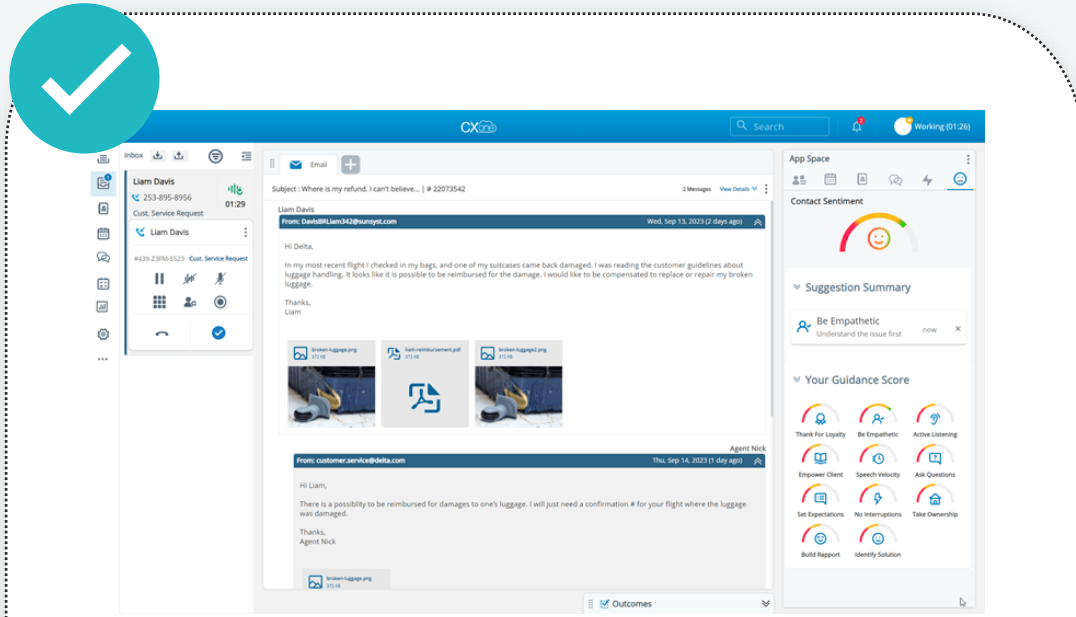


When a customer engages with a bot, that bot can easily determine the reasons behind contact and the likely problem to resolve, better still what if the bot is proactively reaches out?

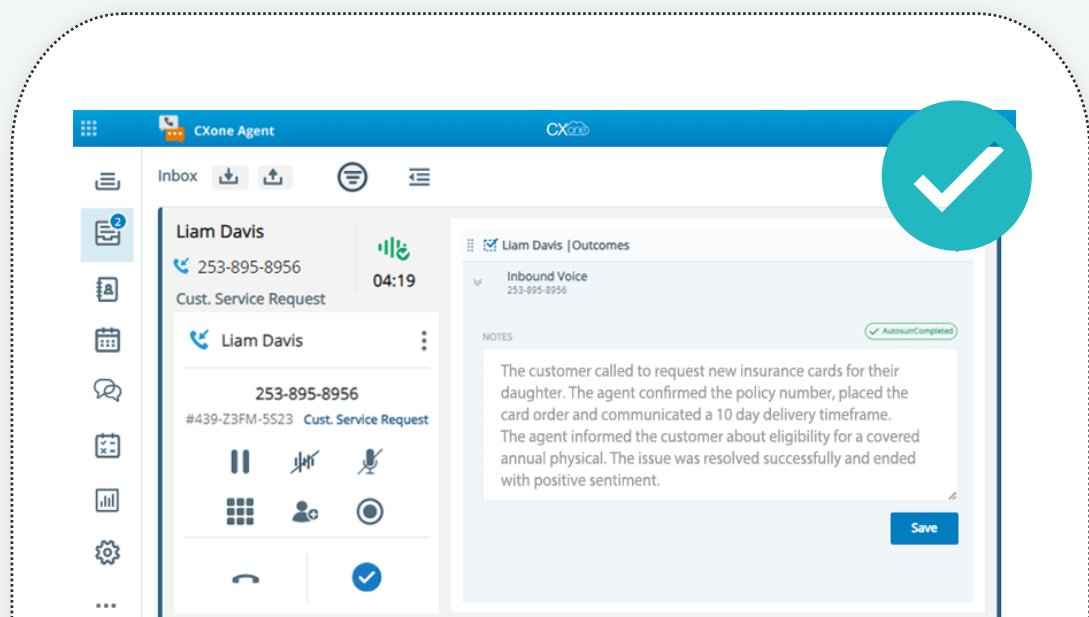


Your customers' full history with your organisation is attached to their record and easily surfaced – so when they do reach out, they're routed to the best resources immediately.

What if...

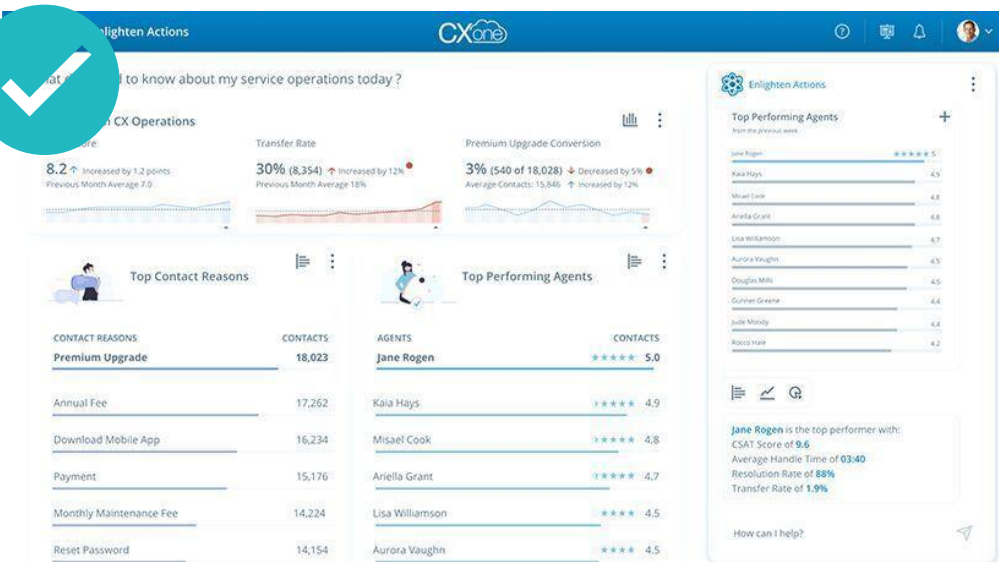


When a customer engages with an agent, the agent gets assistance through next-best-action suggestions, sentiment and tone guidance, and knowledge content suggestions.



Your agents don't need to spend time on repetitive, low value tasks – instead, AI-powered speech to text automates transcription and summarizes call outcomes.

What if...



The screenshot displays the CX One dashboard with a teal checkmark icon in the top left. The dashboard includes several key performance indicators (KPIs) and agent performance sections.

Enlighten Actions

What do you want to know about my service operations today?

Top CX Operations

- 8.2 (Increased by 1.2 points, Previous Month Average 7.0)
- 30% (8,354) (Increased by 12%, Previous Month Average 18%)
- 3% (540 of 18,028) (Decreased by 5%, Average Contacts: 15,846, Increased by 12%)

Top Contact Reasons

CONTACT REASONS	CONTACTS
Premium Upgrade	18,023
Annual Fee	17,262
Download Mobile App	16,234
Payment	15,176
Monthly Maintenance Fee	14,224
Reset Password	14,154

Top Performing Agents

AGENTS	CONTACTS
Jane Rogen	5.0
Kaia Hays	4.9
Misael Cook	4.8
Ariella Grant	4.7
Lisa Williamson	4.5
Aurora Vaughn	4.5

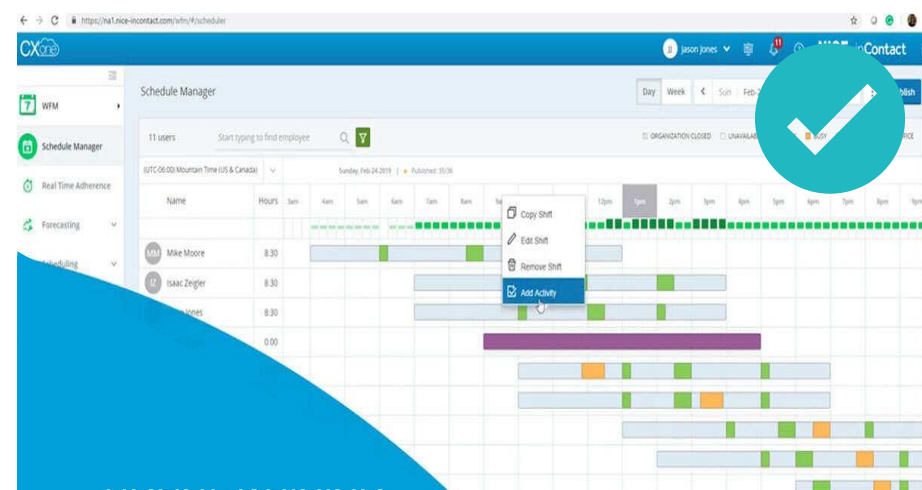
Top Performing Agents (Detailed)

Agent Name	Score
Jane Rogen	5.0
Kaia Hays	4.9
Misael Cook	4.8
Ariella Grant	4.7
Lisa Williamson	4.5
Aurora Vaughn	4.5
Douglas Mills	4.5
Gunnar Greene	4.4
Julie Moody	4.4
Rocco Hale	4.2

Agent Performance Summary for Jane Rogen:

- Jane Rogen is the top performer with:
 - CSAT Score of 9.6
 - Average Handle Time of 03:40
 - Resolution Rate of 88%
 - Transfer Rate of 1.9%

Your CX strategy is underpinned by a robust and far-reaching analysis engine – meaning you can identify patterns in behaviour, areas driving failure demand, and build a better understanding of your customers.



The screenshot shows the CX One Schedule Manager interface with a teal checkmark icon in the top right. It displays a grid of agent schedules for 11 users over a period of time. A context menu is open over one of the schedule bars, showing options: Copy Shift, Edit Shift, Remove Shift, and Add Activity.

Schedule Manager

11 users Start typing to find employee

Copy Shift
Edit Shift
Remove Shift
Add Activity

Your Quality Management and WFM processes are intelligent and integrated – so agents get the best support and training at the right times for your volumes, and your managers can be more focused and effective.

Quiz Time!



- **What % of customer service and support organisations will be applying generative AI technology by 2025, according to Gartner?**
- **On average, **how many channels** are agents currently handling concurrently?**

We don't have a crystal ball... BUT

Today we hope to explore:

- Customer Experience and the role of emerging technologies
- Agent Experience and the ways you can empower and enable your staff
- Your role and approach as CX leaders



Thank you!



Route101



COFFEE BREAK
Regroup 12pm



**LUNCH
BREAK**

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4 pm - CLOSING REMARKS & NETWORKING DRINKS



PANEL DISCUSSION:

CX Leadership: What does it look like?

Chandni Bhatt – Beauty Pie
Stephen Yap – CCMA
Fern Carey – Route 101





COFFEE BREAK
Regroup 3.30pm

**THANK YOU
FOR JOINING
US**

