

Auscontact
2024
Australian Contact Centre Association
NATIONAL CONFERENCE



AGENDA • 30 APRIL 2024

9:30am

Registration and Networking

10:00am

**Unlocking Customer Excellence:
Enhancing Service Delivery with
Conversational AI**

**DATACOM
COGNIGY**

YOUR FACILITATORS



Rik Johnson
Practice Manager -
Conversational AI
DATACOM



Michael Bradley
Strategic Enablement
Leader
DATACOM



Adele Sheers
Associate Director
Marketing and Sales
Enablement ANZ
DATACOM

This rapidly evolving technology can effectively address challenges such as talent shortages and the increasing demand for 24/7 customer support.

During this session, we will share how AI can unlock capacity, allowing your team to prioritise empathy, support, and guidance for their customers. You'll have the opportunity to experiment with the Cognigy technology by creating your own bot and engaging in discussions with industry peers.

Together, we aim to collaboratively address capacity, capability, and service requirements in a scalable and relevant manner for a range of different-sized contact centres throughout the session.

This session is designed for conference attendees responsible for customer experience and service delivery, including those overseeing contact centre teams and back-office processing functions.

11:15am

Morning Tea Break and Networking

11:30am

Continues...
**Unlocking Customer Excellence:
Enhancing Service Delivery with
Conversational AI**

**DATACOM
COGNIGY**

12:30pm

Lunch Break and Networking



AGENDA CONT'D >

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1:30pm

**Dynamic Empowerment:
Integrating Feedback and Accountability
for long-term Success**



SHELLEY FLETT

YOUR FACILITATOR



Shelley Flett
Transformational
Leadership Trainer
and Executive Coach

With increasing demands placed on leaders, this session will focus on empowerment. We'll examine the right approaches and environments needed for empowerment to thrive, considering both short-term and long-term timeframes. The session will cover empowerment processes, accountability, and individual responsibility within these contexts.

We'll also explore the distinctions between accountability and feedback conversations, and how feedback can foster ongoing growth and development. This is particularly relevant in bridging the skills gap and adapting to a highly transient environment.

Additionally, we'll discuss how these strategies can enhance future proficiency and alleviate the pressure leaders often feel regarding the development of their people and the success of their business.

4:00pm

Close

***Thank you for joining us for the Pre-Conference Workshop Day!
See you tomorrow***



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SHELLEY FLETT



Master of Ceremonies,
Tanya Eglinton



Lanyard Sponsor