

Future Proofing CX

Hidden Heddon, London

Wednesday 13 July

2pm - 5pm

Roundtable synopses



Roundtable host:

Sean Keane

Director of

Consulting Services

Challenge 1

How do you ensure your next CX IT project is truly customer and business-led and not just driven by new tech?

Some leading brands deliver innovative CX IT solutions faster, saving 30-50% OpEx and reducing risk by putting customers and users at the heart of their proven approaches. To achieve this, organisations have faced challenges that they have managed to successfully overcome.

We'll share some of the lessons learned and outline the factors you need to know if you're planning a move to cloud-based CX solutions. We'll also use this session to work together to shape a practical operations check-list ready for when you make the move to truly integrated omnichannel IT platforms.



Roundtable host:

Mat Paixao

Director of Technology

Challenge 2

How can CX Technology help you deliver better joined-up and consistent customer experiences?

Everyone is talking about being customer centric - Yet common customer frustrations still exist.

We'll explore some of the latest CX Technology innovations and take a deep dive into how Intelligent Automation paired with a "Human intelligence" can propel customer outcomes to the centre of your CX initiatives. We'll bring together client and industry expertise to tackle real examples from the group in a collaborative and thought-provoking discussion.



Roundtable host:

Lee Mostari

Director of Insight &
Analytics

Challenge 3

Do you have the right data and insights to improve CX and deliver ROI through your CX initiatives?

We'll talk about how the right technology and data can be used to prioritise improvement programmes and ensure they deliver the expected ROI.

The conversation will include topics such as interaction analytics across your voice and text-based interactions, voice of the customer, customer metrics, operational metrics and actionable management information & reporting to understand some of the challenges you are facing and what solutions others have implemented to address these challenges.