

# Virtual Event: Customer-Centric Contact Centres

Enhancing operational efficiency and customer satisfaction across all contact channels

**Online:** Thursday, October 28th, 2021 **Time:** 12:00-2:15pm ET / 9:00-11:15am PT

## AGENDA OVERVIEW

The exceptional events of the past year have put many organisations and industries to the test. Contact centres that normally handle more than 100 million calls per year had to rapidly revolutionize how they worked and operated. Organizations had to become innovative and re-evaluate how they connected with citizens, out of necessity to maintain a continuity of operations. While the crisis brought about great change and disruption, it also provided lessons that contact centres can use to build a more resilient, future-proof contact centre operations.

With contact centres as the new frontline of organisations, it is critical to stay ahead and keep up as customer experiences shift and service expectations increase. What are the lessons learned that can help contact centres continue their transformation to the new reality?

How can they reduce operating costs and gain long term stability, while continuing to personalise client experiences across multiple contact channels?

Join Public Sector Network's Customer-Centric Contact Centres as we bring together public sector leaders to explore strategies and insights that can enable you to collaborate, innovate and share knowledge amongst industry peers to transform and enhance your customer service delivery.

## FEATURED SPEAKERS



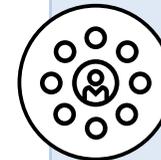
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SPEAKER UPDATES**

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## REASONS TO ATTEND



Gain insights from government case studies that can help drive your contact centre modernization efforts



Learn how to identify and implement the right technology for your contact centre to achieve operational efficiencies, meet the demands of service users and empower centre agents



Explore key challenges and trends shaping the future of contact centres

## WHO ATTENDS

Chiefs, Directors, General Managers, Head of Departments, Senior Managers, Managers, Advisors and other professional responsible for:

- Help Desk/ Customer Experience
- Operations/ Service Delivery
- Engagement/ Communication
- Multichannel Workforce Planning
- Customer Service
- Digital Transformation
- Information Technology
- Corporate Services
- Specialized Call Centres

# Agenda - Thursday, October 28th, 2021

12.00pm ET 9.00am PT	Welcome from PSN
12.05pm ET 9.05am PT	<u>Chair Opening</u>
12.20pm ET 9.20am PT	<b>Government Keynote:</b> Enhancing Citizen Experience on the Front Lines <ul style="list-style-type: none"><li>Delivering a more convenient and frictionless experience through multiple contact channels</li><li>Building the momentum to transform and meet changing citizen expectations and demands</li></ul>
12.35pm ET 9.35am PT	<b>Platinum Keynote:</b> Leveraging Data Analytics to Deliver Personalized Experiences_
12.50pm ET 9.50am PT	<b>Government Case Study:</b> Breaking Down the Silos Between Digital Channels and Contact Centres_ <ul style="list-style-type: none"><li>Unlocking insights around citizen data that can drive innovation and improve the digital channel experience</li><li>Reducing contact centre frustrations through seamless collaboration across all touch points</li></ul>
1.05pm ET 10.05am PT	<b>Government Case Study:</b> Digitally Transforming Contact Centres to Maximize User and Agent Experience <ul style="list-style-type: none"><li>Approaching automation from a customer-centric perspective</li><li>Digitizing simple contact centre functions to reduce processing time and free up agent capacity</li></ul>
1.20pm ET 10.20am PT	Refreshment Break

1.25pm ET 10.25am PT	<b>Gold Spotlight:</b> Tapping into the Power of the Cloud to Expand Customer Service Capabilities
1.40pm ET 10.40am PT	<b>Panel Discussion:</b> The Changing Landscape of the Contact Centre <ul style="list-style-type: none"><li>What are the key trends that will shape the future of contact centres? Where do you see the biggest opportunity for innovation and/or collaboration?</li><li>How can contact centre leaders build a culture of excellence and continuous improvement?</li><li>What role can data and technology play in driving contact centres to deliver a first-rate user experience in the new normal?</li><li>What are the best CX lessons that can be incorporated from private sector contact centres?</li><li>What are some adoption strategies and best practices for those looking to modernize and re-design their contact centres?</li></ul>
2.10pm ET 11.10am PT	Closing Remarks from the Chair
2.15pm ET 11.15am PT	End of Session

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