



Customer Contact Point

Australia's Premiere Contact Centre and Customer Management Conference

23rd - 25th May 2012 | Luna Park | Sydney

CO-LOCATED WITH...

Service Management Summit 2012



Earn up to 6 CCD points from the Australian Teleservices Association!



Michael Meredith
Chief Executive Officer
Australian Teleservices Association (ATA)



David Dally
Call Centre Manager
Christchurch City Council



Michael Clark
Executive Director
Customer Contact
Fair Work Ombudsman



Darren Sutton
Executive Manager
Customer Services
Ausgrid



Richard Bailey
Quality Manager
Customer Experience
and Compliance,
FlexiGroup



Antoine Casgrain
General Manager
Customer
Contact Centres
St George Bank



Andrew Pearce
General Manager National
Contact Centres,
National Australia Bank



Steve Tassone
Contact Centre
Operations Manager
iSelect

NEW!! 3 PRE-CONFERENCE WORKSHOPS

Workshop A: Manage non-attendance by gaining insight to the psychology of absenteeism

Led by: Lucy Rowlands, Chief Trainer and Lead Consultant, Direct Health Solutions

Workshop B: Increase agent productivity: how to support your agents in high stress situations

Led by: Mike Howe, General Manager/Consultant Psychologist, CommuniCorp Group

Workshop C: Everyday essentials: simple strategies for living life to the full

Led by: Jessica Evans, Health and Wellbeing Consultant

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Pre-Conference Workshop Day

Wednesday, 23rd May 2012

SEPARATELY
BOOKABLE

09:00 - 11:00

WORKSHOP A: The psychology of absenteeism - techniques and strategies essential to effective absence management

About the workshop:

This workshop will provide practical strategies and insight into how to tackle absence in your contact centre.

- Absenteeism behaviour models
- Conducting formal and informal return to work interviews
- Managing the most difficult cases
- A model for managing triggers in developing action plans for improved attendance

About your workshop leader:



Lucy Rowlands
Chief Trainer and Lead Consultant
Direct Health Solutions

Lucy Rowlands is the Head of Learning & Consulting at DHS. Lucy is perhaps Australia's leading expert in the delivery of Absence Management Capability Development Programs to a wide range of organisations. Lucy played a key role in the initial start up of DHS and consults to organisations to assist in the design and delivery of world class absence management programs.

11:30 - 13:30

WORKSHOP B: Supporting your agents in a high volume, high stress environment

About the workshop:

The call centre environment more often than not is a very busy and stressful environment, where agents often have to deal with difficult calls. As such, it is important for managers to be able to provide support to their agents in order to maintain wellness and productivity in their call centres. This workshop session will provide managers with the tools needed to manage staff mental wellness through the development of support mechanisms, rosters and debrief structures.

- Practical, time efficient strategies to manage your teams' mental wellness
- Importance of in-call and peer support
- Rostering rules
- Immediate debrief to reduce stress

Your workshop leader:



John Littleton
Senior Consultant Psychologist
CommuniCorp Group & Prime Time Training

13:30 - 14:30 Networking Lunch

14:30 - 16:00

WORKSHOP C: Everyday essentials - simple strategies for living life to the full

About the workshop:

Discover five 'everyday' strategies that are sure to make a big difference. Be empowered and feel confident to coach yourself to health and happiness.

- Positive mindset: Switch your mind to a positive mindset, our first 'everyday essential' that can make a significant difference to your life
- Food + drink: The quantity and quality of our food and drink choices has a significant impact on our overall health and body weight
- Movement matters: Discover practical exercises and tips to help you implement your own 'move more' strategy
- Sleep smarter: Learn more about the top two sleep inhibitors; caffeine and alcohol to maximise the quality of your sleep
- Time savvy: Be more time savvy - discover the key to performing at your best by understanding where you sit on the 'stress curve'

About your workshop leader:



Jessica Evans
Health and Wellbeing Consultant

Jessica Evans is an accredited Physiotherapist with a passion for taking the message of holistic health to the general public. Jessica has written a range of published articles and has diverse experience in public speaking. Tertiary experience has taught her the value of illness prevention and rehabilitation of the body as the cornerstones of health. Her avid research and varied experiences drive her to impart her knowledge while utilising her passion to motivate people.

Conference DAY ONE

Thursday, 24th May 2012

08:30 Registration and welcome coffee

08:50 Opening remarks and welcome address from the Chair

Michael Meredith, Chief Executive Officer
Australian Teleservices Association (ATA)

INCREASING CUSTOMER SERVICE EXCELLENCE

09:00 CASE STUDY: Customer Advocacy - Harnessing the power of customer feedback to improve customer experience and loyalty at Medibank

- Medibank's journey to implement and imbed a closed loop customer feedback process across our customer facing channels
- The software we are using and how our frontline leaders are using it to improve service and identify learning and development opportunities
- Processes for capturing rich customer insights and how our senior leaders are connecting with our customers
- How our annual Net Promoter Survey allows us to understand customer moments of truth and act on them
- How the Customer Experience Council is used to drive improvements in our policies, processes and systems

David Lucy, General Manager Sales and Service Operations
Medibank Private

09:30 Individualising customers - Moving the focus from processes to people

- What your customers really want from you
- 'People' will always overcome 'processes'
- The power of demographics routing
- 'Dollarising' customer satisfaction and Net Promoter Score (NPS)

Antoine Casgrain, General Manager Customer Contact Centres
St George Bank

10:00 CASE STUDY: Calibrating quality assurance and voice of the customer

- What is calibration?
- Designing an effective calibration platform
- What is voice of the customer?
- Marrying calibration and internal benchmarking with VOC

Richard Bailey, Quality Manager: Customer Experience and Compliance,
FlexiGroup

10:30 Morning tea and networking

10:50 Proven strategies for effective absence management in Contact Centres

- Why absenteeism levels remain stubbornly high
- Current models of absence management
- Latest absenteeism research results
- Actionable strategies and approaches you can adopt now!

Paul Dundon, Managing Director
Direct Health Solutions

11:20 Platinum Sponsor Session ●●●

11:50 Improving results by looking from your client's point of view

- Analysing the sales process from the customers' point of view
- Ensuring your people understand the impact they have by providing an excellent customer experience
- Introducing NPS scoring to your major KPIs
- Providing a structure that makes it easier to consistently produce positive customer experiences
- Highlighting areas of concern for continuous improvement

Steve Tassone, Contact Centre Operations Manager
iSelect

12:20 Networking lunch

13:20 Roundtable sessions

Delegates can attend any three of the five roundtable sessions to find out more about the specific technologies they are interested in. Please refer to the website for more information about the roundtables. Registered delegates will be emailed the complete list of roundtable sessions and will be required to choose their sessions before the conference. Sessions will be allocated on a "first come first served" basis.

Time	RT Session 1	RT Session 2	RT Session 3	RT Session 4	RT Session 5
13:20 – 13:50	Polaris	Noble Systems	Fifth Quadrant	TBA	TBA
13:55 – 14:25	Polaris	Noble Systems	Fifth Quadrant	TBA	TBA
14:30 – 15:00	Polaris	Noble Systems	Fifth Quadrant	TBA	TBA

15:00 Afternoon tea and networking

TECHNOLOGY IN CUSTOMER CONTACT CENTRES

15:30 CASE STUDY: Utilising quality monitoring technology and coaching methodology to increase customer service excellence

- Utilising technology to uncover opportunity
- Facilitating positive change through awareness and expectation
- Focusing on training to equip people to improve
- Demonstrating leadership in ongoing management in the pursuit of excellence

Angelo Azar, General Manager, Sales Customer Service
BOC

16:00 CASE STUDY: Channel delivery and integration – The NSW National Parks experience

- Where we started
- Delivering a whole new customer experience across the channels
- Linking digital production and content delivery to the contact centre
- Things that make you go "hmmm" - what we've learnt along the way
- Next steps on the roadmap

Julie McConnell, Manager, Channel Delivery and Integration, NSW National Parks & Wildlife Service, Office of Environment and Heritage, Department of Premier and Cabinet

16:30 PANEL DISCUSSION:
Elements in developing customer service excellence – How do you get the right mix?

- How is customer service excellence defined and measured?
- What are the main drivers for customer service excellence?
- How to you develop an excellence driven mindset within your contact centre?
- What are the important tools in developing customer service excellence?

Panelists:

Angelo Azar, General Manager, Sales Customer Service, BOC

David Lucy, General Manager Sales and Service Operations,
Medibank Private

Julie McConnell, Manager, Channel Delivery and Integration, NSW National Parks & Wildlife Service, Office of Environment and Heritage, Department of Premier and Cabinet

17:00 Closing remarks from Chair

17:10 End of Day One and networking drinks

This is an ideal opportunity for you to meet with your peers in an informal setting to discuss the day's events and build long-term business relationships. Don't forget to bring plenty of business cards for this must attend gathering.

Sponsored By


19:00 Conference dinner at the Deck  separately bookable

Conference DAY TWO

Friday, 25th May 2012

08:50 Opening remarks and welcome address from the Chair

Michael Meredith, Chief Executive Officer,
Australian Teleservices Association (ATA)

STAFFING CONTACT POINTS

09:00 CASE STUDY: Maintaining staff morale and performance in the face of a major natural disaster

- Initial response and meeting needs - what's the right priority order: customers, the organisation, staff?
- Relationship with the emergency operations centre - communications
- Business continuity plans - do you really have one?
- Staff sustainability - what are the real issues?
- Strategy and tactics for staff sustainability

David Dally, Customer Service Manager, Christchurch City Council

09:30 Setting Key Performance Indicators (KPI) in a contact centre and how to link them to career path management

- How to determine what KPI's to use
- Which KPI's are used by the NAB Contact Centre?
- How NAB communicates its KPI's and ensures they are part of day to day management
- How NAB uses KPI's to manage employee career paths

Andrew Pearce, General Manager Customer Contact Centre,
National Australia Bank

10:00 Presentation from our gold sponsor ●●●

10:20 Morning tea and networking

10:40 CASE STUDY: Efficient seasonal planning for high and low call periods

- Exploring different staff pools to manage high and low periods
- Managing expectations for a casual staff base
- Building and maintaining staff motivation through 'out of the box' incentives
- Creating flexible rostering systems using different staffing options
- Developing a culture of customer service excellence in a contact point environment

Paul Jackson, Contact Centre Manager, Innovations

11:10 CASE STUDY: Best practice - an integral pulse check for every business

A brilliant opportunity to review the fitness level of our business – how flexible and adaptable are we in this highly competitive market?

Tricia Olsen, Chief Executive Officer,
ICSP International Customer Service Professionals

11:40 Maintaining customer service excellence throughout a shift in agent paradigms

- Effective change management through integration - developing the desired culture
- Keeping people engaged when roles, functions and expectations significantly change
- Developing and maintaining an internal marketing strategy to support your change program
- Bringing your customers along for the ride

Phil McCarthy, Manager Contact Centre, Member Services, QSuper

12:10 Networking lunch

13:10 CASE STUDY: 'One workforce' journey

Service SA is the single entry point for the Government of South Australia for information and services. It recently won the Customer Contact Management Association's Award for Government Contact Centre Excellence in the Most Innovative Project category. The One Workforce Project aligned Service SA people, processes, systems and technology efficiently and effectively to meet customer and stakeholder needs. This session outlines how Service SA developed and implemented One Workforce, providing participants with insights on how to undertake similarly complex change management projects.

Peter Welling, Director, Service SA

13:40 Presentation from our gold sponsor ●●●

14:10 People management - Leading your whole team through a sustainable people and business performance recovery

- Charting the course for business recovery - accurately defining the problem and its root cause, building a plan that gives you the confidence to commit, aligning everyone's efforts to the plan through a process of involvement
- Role of the business leader - develop the vision, goals and objectives, bring the plan and the people together
- Developing a simple message about performance - does everyone know what's required of them? Is this reflected in your day to day activities?
- Frontline leaders - the criticality of their roles in keeping people and their efforts connected and aligned to the plan
- Communication versus messages - is what you send what's received and how do you check this?

Darren Sutton, Executive Manager Customer Services, Ausgrid

14:40 Afternoon tea and networking

15:10 CASE STUDY: How Fair Work is delivering improved service and fair workplaces

- Rollout of new technologies and processes aimed at improving service
- Utilisation of sales and service skills to facilitate fair outcomes to workplace complaints
- How end-to-end process reviews have been used to drive change
- Success stories and pit falls during Fair Work's journey

Michael Clark, Executive Director, Customer Contact,
Fair Work Ombudsman

15:40 CASE STUDY: Managing a cultural change within contact centres

- The journey from dysfunctional chaos to an engaged and high performing team
- The importance of having the right structure and clearly defined roles
- Having the courage to have those direct, honest and sometimes difficult conversations
- Understanding the key to remaining persistent and consistent - especially when times are tough
- Leading by example - walking the walk, not just talking the talk

Leanne Robinson, National Customer Contact Manager, Philmac

16:10 CASE STUDY: Call quality performance - building a quality culture

- Our journey to define a "quality call"
- Monitoring call quality performance within a quality framework
- Investing in staff capability and accountability including the role of leadership
- Identifying process improvements and business impacts
- Customer outcomes - measuring customer satisfaction in relation to quality

John Manthey, National Manager Smart Centres Capability Branch,
Department of Human Services - Centrelink Master Program

16:50 PANEL DISCUSSION:

Expanding the role of managers from being process based to more strategic based administration

- What are the drivers leading to more strategic based management in contact centres?
- How have these changes been handled in your organisations?
- What are the building blocks needed for managers to move from process to strategic based management?
- How do you communicate changes to your contact centre staff?

Panelists:

Leanne Robinson, National Customer Contact Manager, Philmac
Darren Sutton, Executive Manager Customer Services, Ausgrid
Peter Welling, Director, Service SA
John Manthey, National Manager Smart Centres Capability Branch,
Department of Human Services - Centrelink Master Program

17:20 Closing remarks from the Chair

17:30 Close of conference

Includes accommodation + meals

Luna Park Experience

PACKAGED REGISTRATION DEALS FOR DELEGATES FROM OUT OF TOWN....

- ✓ ACCOMMODATION
- ✓ DINNER
- ✓ CONFERENCE
- ✓ WORKSHOP

ALL IN ONE

2 DAY Conference

+ "Luna Experience" Package

- Conference registration
- 2 nights accommodation; including breakfast and conference dinner on 24th May

3 DAY Conference

+ "Luna Experience" Package

- Conference registration
- Workshop registration
- 3 nights accommodation; including breakfast and conference dinner on 24th May



Why should you attend?

- Identify practical and effective methods for increasing customer service excellence
- Utilise Customer Relationship Management tools to individualise your clients
- Implement wellness techniques to manage staff absenteeism
- Execute creative and operational staff motivation methods
- Adopt flexible systems to manage a sudden increase in calls i.e. allowing staff to work from home
- Manage changing workforce climates by exploring different recruitment possibilities (including mothers wanting to return to work and pensioners)
- Multi-skill your contact point representatives to adapt to rapidly changing technology

Customer Contact Point is co-located with the Service Management Summit 2012

Service Management Summit 2012
24th & 25th May • Crystal Palace, Luna Park



1 EVENT... 2 CONFERENCES... COMBINED EXHIBITION

The trade show features a combination of Contact Centre technologies and Field Service technologies and Service Management Solutions.

The summit will offer delegates and potential partners the opportunity to access and network with decision makers from across the service delivery continuum. To find out more about the Service management Summit please visit www.acevents.com.au/servicemanagement2012

Sponsorship and exhibiting opportunities

- ✓ Develop qualified leads and contacts in key departments during their prime purchasing period
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Customer Contact Point

Australia's Premiere Contact Centre and Customer Management Conference
23rd - 25th May 2012 | Luna Park | Sydney

- Yes I would like to register for **Customer Contact Point 2012**
- Please also send me information about the co-located conference: **Service Management Summit**

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FREE Delegate Title _____ First Name _____ Surname _____
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REGISTRATION FEES

Registration Fees	Dates	Standard registration (after 9th March)
<input type="checkbox"/> 2 Day - Conference Only	24 - 25 May	\$1,495 incl.GST
<input type="checkbox"/> Workshop Day Only	23 May	\$895 incl.GST
<input type="checkbox"/> 3 Day - 2 Day Conference + Workshop Day	23 - 25 May	\$1,995 incl.GST
<input type="checkbox"/> Official Conference Dinner Only	24 May	\$220 incl.GST
<input type="checkbox"/> 2 Day - Conference + 'Luna Experience' Package <i>Includes: conference + 2 nights accommodation + breakfast + official conference dinner</i>	24 - 25 May	\$2,095 incl.GST
<input type="checkbox"/> 3 Day - Conference & Workshop + 'Luna Experience' Package <i>Includes: conference + workshop day + 3 nights accommodation + breakfast + official conference dinner</i>	23 - 25 May	\$2,395 incl.GST

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4 EASY WAYS TO REGISTER

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ACCOMMODATION:
 If you have not already organised your accommodation, we have arranged discounted room rates at a number of hotels around the event venue. Please visit www.acevents.com.au/ccp2012 for details.

• Cancellation policy: If you are unable to attend this event, a replacement delegate may be sent in your place at no extra charge. Association and Communications Events does not provide refunds for cancellations made more than 7 days after your registration is received, therefore the invoiced fee remains payable in full. Should you wish to cancel your registration within the 7 day cooling off period, we will refund your registration fee less an administration fee of \$150 (GST inclusive) per delegate. Any cancellation must be made in writing and sent by email or fax. Association and Communications Events will make available course documentation to any delegate who is unable to attend and who has paid in full. Unfortunately some speakers request their papers are not distributed. • Amendment policy: Downgrading of registrations is not permitted. Registrations may be upgraded at anytime. • Sharing of Passes: Association and Communications Events does not allow shared registrations. Each registration allows admittance of one person only. • Change of program content: Association and Communications Events will endeavour to ensure that this conference program is correct at the time of the event. Unfortunately we may need to alter the program prior to the event and reserve the right to do so without notice. We also reserve the right to cancel or postpone this event when full refunds will be issued. Association and Communications Events is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event. • Payment: Payment is required either at time of booking or within 7 days of an invoice being issued. If booking within 7 days of the event start date, payment is required at time of booking. No admittance will be granted where payment has not been received in full. • Administration Fee: Association & Communications Events reserves the right to charge an additional \$150 administration fee where registrations change significantly from time of original booking.