

26 June 2019—The Etihad Stadium, Manchester

CCAINSPIRE<sup>©</sup>

An accredited programme to reward high performing front-line colleagues and first-line managers

LIVE!



## For the first time, bringing our cutting-edge, online content to you live!

Today's team leaders are tasked with managing multi-generational colleagues and charged with providing accurate customer insight. Our front-line advisors are handling more demanding conversations and are often performing an advisory role to customers versus a transactional role.

This CCA accredited programme will equip you with the skills and competencies required for working in a multi-channel digital environment and will present you with a fresh up to date perspective on front-line support and engagement. Building a qualified workforce and talent pool to take your career forward, Inspire Live offers the opportunity to engage and meet people like you and learn from industry experts to be your best self.

### THE PROGRAMME

**1030-1100 Registration and coffee**

**1100-1110 Welcome and introduction to the day from Natalie Calvert, session facilitator**

Having worked with 100+ global organisations supporting their drive to deliver world-class customer service, Natalie has a wealth of insight and practical tips for succeeding in today's complex and demanding customer service environment.

Recognised as an exceptional customer experience strategist, leadership developer and employee engagement expert. Natalie's high-impact, motivational style combined with her phenomenal level of expertise in customer strategy and change management, will bring a unique energy to ensure an engaging and inspiring day for all participants.



Recent CCA Inspire graduates may qualify for a complimentary place. Please contact Sophie Connors regarding your booking. CCA members can enquire about booking by emailing: [sophie.connors@cca-global.com](mailto:sophie.connors@cca-global.com) or call 0141 564 9010.

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# THE PROGRAMME

## 1110-1140 **How customer service trends are changing in 2019 – Highlights from the new State of Service Report—Nicole Granucci, Senior Director Product Marketing and Ryan Escobar, Senior Manager Product Marketing, Salesforce**

Providing an in-depth analysis from a survey of over 3,500 customer service decision makers and agents worldwide, the latest State of Service report signals a new reality highlighting practices that are separating leading organisations from the rest.

This session will share the top customer service trends that will impact businesses across all sectors focusing on:

- Service organisations' biggest challenges and priorities
- The changing role of customer service agents
- The impact of artificial intelligence (AI) on the future of customer service
- How the mobile workforce fits into modern customer service

### About Nicole



Nicole Granucci leads Events, Content, and Trailblazer Community programs for Service Cloud product marketing and has over 20 years of marketing experience, specialising in CRM, content & event strategy, community, loyalty, and advocacy marketing for b2b and b2c organizations. Nicole has lead contact centre training and operations for Visa and DirecTV and prior to joining Salesforce was the Head of Global Customer Marketing at Genesys. Nicole has a passion for CX and technology and holds 6 patents for her innovative work at Visa. A San Francisco native, Nicole has an MBA from the University of San Francisco, and currently resides in the city with her family.

### About Ryan



Ryan Escobar has blazed a trail in product development, sales, & marketing. Ryan is currently a Senior Manager of Product Marketing at Salesforce for Field Service Lightning. Ryan collaborates with Trailblazers in Customer Service to align and position Field Service Lightning & Service Cloud as a market leading solution for every organization. Prior to Salesforce, Ryan worked as a Product Manager at an Aerospace & Defence firm where he worked to develop space vehicle and exploration products. Throughout his professional career Ryan has held a variety of roles from Hardware Designer, Software Developer, Product Manager, and now as a Product Marketer.

Ryan currently resides in London, UK. A Hawaii-native, Ryan moved to California to attend Santa Clara University where he received an undergraduate degree in Electrical Engineering and a graduate degree in Engineering Management. Along with his educational credentials, Ryan is passionate about community development and equal opportunity initiatives.

## 1140-1145 **Quick Conversation**

Time to talk through the findings with your fellow delegates. What did you learn and what difference will it make for you?

## 1145-1245 **Building World-Class Customer Service Teams – Natalie Calvert**

Improve your performance through the ground-breaking characteristics and habits of high performing teams. In this session Natalie will help lead the way for you to be your best self and perform to your optimum capability.

Key elements covered include:

- The powerful habits of contact centre high performance Leaders
- How high-performance teams operate
- Explore the SCIENCE of high-performance
- The key ART performance accelerators for high-performance
- How to Unlock the high-performance Advantage

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# THE PROGRAMME

## 1245-1320 Lunch & Networking

## 1320-1420 What are the resilience strategies that can enable us all to THRIVE every day? - Emma J Bell

Emma J Bell travelled over 35,000 miles to interview fifty 'thrivers' from around the world who have faced extreme challenge and change – and who are not just surviving but thriving. Despite a variety of circumstances, they each credit their ability to flourish in the face of adversity to just 9 Resilience Strategies.

During this session Emma will share some of those strategies to build and maintain resilience and enable you to thrive in the face of both adversity and everyday challenge and change. You will leave the session with practical tools you can apply immediately to thrive every day – just like the '50 Thrivers'.

### About Emma



Emma J. Bell was formerly a top-level partner in Scotland's largest law firm. Whilst in that role, Emma combined her passion for personal development and business by becoming a resilience coach – and has continued to support business leaders to achieve personal potential for over seventeen years. Research now shows that resilience is a skill that can be developed in all of us. In light of that research Emma set out to discover what the key resilience strategies are that enable us to thrive, rather than simply survive in the face of challenge or trauma.

## 1420-1510 Breakouts and group discussion

Attendees will select to attend one of the below breakout sessions:

**BREAKOUT 1 – HOW CAN YOU SHAPE OUR FUTURE SERVICE WORLD?**

**BREAKOUT 2—BEING YOUR BEST SELF**

## 1510-1530 Round up and close

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