



# CCA ANNUAL CONVENTION 2026

Bringing together senior customer experience, contact centre and digital leaders for a day of discussion and practical insight focused on one of the most pressing leadership challenges organisations face today:

Rebuilding Trust.  
Embracing Technology.  
Leading Transformation.

**23 APRIL 2026**  
DOUBLETREE HILTON, **GLASGOW**

Platinum Partner



Gold Partner



Silver Partner



Bronze Partner



# INTRODUCTION



**As organisations navigate rapid technological change, rising customer expectations and shifting workforce dynamics, leaders face a defining challenge: how to lead transformation at scale while balancing trust, technology and people.**

The CCA Annual Convention brings together senior CX, contact centre and digital leaders to explore how leadership, people and technology come together to deliver meaningful transformation.

Under the theme **Rebuilding Trust. Embracing Technology. Leading Transformation.**, the Convention will explore how organisations can lead large-scale change while balancing trust, technology and people.

As customer expectations rise, AI adoption accelerates and workforce models continue to evolve, the event focuses on the leadership choices shaping the future of customer experience.

The CCA Annual Convention 2026 will feature keynote sessions, senior leadership debates and facilitated Leadership Labs, designed specifically for those responsible for customer experience, service delivery and workforce capability.

The programme will also include a senior leadership debate examining how technology, talent and accountability will shape the customer of 2030, alongside small-group discussions focused on experience strategy, workforce capability and sustainable transformation.

The Convention is supported by a small number of strategic partners working at the forefront of customer experience and service transformation, including Platinum Partner QStory and Silver Partner Capita.

23 APRIL 2026

# AGENDA

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## REGISTRATION

09:45

Registration opens from 09:45am. Morning coffee, tea and refreshments served and informal networking with peers.

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## WELCOME & INTRODUCTION

10:30

CCA Convention Host introduces the 2026 theme, setting the context for the day and reflecting on the journey from the CCA Leaders' Summit to Convention. We will explore the evolution of the contact centre from operational function to a strategic owner of end-to-end customer experience and organisational capability.

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## CEO LEADERSHIP DEBATE: REBUILDING TRUST, EMBRACING TECHNOLOGY & LEADING TRANSFORMATION

10:50

Senior leaders from across sectors share bold perspectives on how automation, personalisation and human-centred leadership will redefine customer experience over the next decade.

Moderated by the Convention Host, this debate explores accountability for workforce readiness and the evolving role of CX and contact centre leaders in shaping the customer and employee experience of the future.

### THE PANEL:



**FACILITATOR:**  
**Anne Marie Forsyth**  
Executive Chair,  
CCA Global



**Nagla Thabet**  
Customer Service Director,  
Scottish Widows



**Tim Moss**  
CEO,  
DVLA



**Corinne Ripoché**  
CEO,  
Capita Experience



**Jim Foster**  
Senior Director Global Support,  
HP



**David Hornell**  
Executive Director  
Service Operations,  
JP Morgan Chase



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## KEYNOTE: LEADING THROUGH CHANGE: PEOPLE, PURPOSE AND PERFORMANCE

11:30

**Nagla Thabet, Customer Service Director, Scottish Widows**



In an age of disruption, how do leaders inspire trust, lead through complexity and build belief with both customers and employees?

Nagla explores human-led leadership in a technology-enabled world, cutting through the hype around AI to focus on purpose, culture and people. This keynote examines the skills and mindsets required for the future workforce, the shift from roles to capabilities, and how empowered people enable technology to deliver better customer outcomes.

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## KEYNOTE: BUILDING CAPABILITY FOR MODERN PUBLIC SERVICES

12:00

**Tim Moss, CEO, DVLA**



This session explores how purpose and digital innovation can be embedded at scale across complex public services. Drawing on the DVLA's transformation journey, Tim shares insight into joined-up customer journeys, workforce capability, and the role of AI in customer contact — demonstrating how leadership, people and technology combine to deliver effective, citizen-focused services at national scale.

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## NETWORKING LUNCH

12:30

Lunch will be served and attendees have an opportunity for informal networking with fellow delegates and the opportunity to meet and learn more about Convention partners.



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## CCA FUTURE SCENARIOS 2030

13:50

### In collaboration with PA Consulting

Customer service is being fundamentally rewritten.



Developed over the past year with CCA Global's Industry Council and in partnership with PA Consulting and NICE, this flagship research brings together cross-sector insight from leaders navigating the realities of AI-driven transformation.

The conclusion is clear: the long-held pursuit of faster, cheaper service is no longer enough. As automation scales, the real differentiator becomes knowing where to move fast, and where to slow down.

Through future scenarios and emerging customer personas, this session will challenge how you think about service, leadership and trust in the next decade.

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## KEYNOTE: AI AT SCALE AND THE REINVENTION OF THE CONTACT CENTRE

14:20

### Jim Foster, Senior Director Global Customer Support Strategy & Innovation, HP



This forward-looking keynote explores large-scale AI deployment across the UK and beyond, and what it means for the future of customer contact.

Jim examines the evolution of the contact centre through the lens of skills, behaviour and quality positioning it as a critical engine for experience, capability and organisational transformation. The session challenges leaders to step up, build capability and take ownership of the customer experience agenda.

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## INDUSTRY DEBATE: BUILDING CAPABILITY FOR THE NEXT DECADE: PARTNERS, PEOPLE & PERFORMANCE

14:50

As organisations rethink operating models and customer journeys, partners increasingly play a critical role in building skills, capability and confidence at pace. This debate explores how organisations and partners can work together to develop future-ready workforces, embed new ways of working, and deliver customer experience transformation that endures.

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## KEY REFLECTIONS

15:20



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## BREAKOUT LEADERSHIP LABS

15:40

Delegates will select to attend one of three small-group, discussion-led Leadership Labs designed for senior leaders to collaborate, challenge thinking and share experience. These sessions focus on practical leadership decisions, and exchange insight on key areas shaping the future of customer experience, technology and operations.

### 1. AI, Accountability & the Customer Agenda

Explore how organisations are implementing AI in customer environments and how leaders ensure accountability, governance and trust as adoption accelerates.

The session will focus on practical approaches to responsible AI and what this means for customer experience, outcomes and organisational risk.

### 2. Workforce of the Future

How roles, skills and expectations are evolving in customer operations and what this means for delivering consistent, high-quality customer experience.

This session explores how organisations are building capability, engagement and culture to support both their people and the needs of the customers they serve.

### 3. Fraud, Security & the Frontline Experience

As fraud and security challenges increase, this session explores how organisations are equipping frontline teams to respond effectively balancing customer experience, risk and operational pressure in real time.

The discussion will focus on how colleagues are supported to make decisions that protect the organisation while maintaining customer trust and confidence.

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EVENT CLOSE

16:30





# PARTNERS

**With thanks to CCA Convention partners for openly sharing their ideas, insights and expertise.**

## PLATINUM PARTNER



QStory has transformed the lives of tens of thousands of contact centre employees over the past 10 years by providing our customers a solution that gives them radical autonomy in their jobs whilst at the same time improving the service they deliver to their customers.

QStory optimises resources across the organisation; front office, back office and branch/field services, giving all employees flexible working conditions, customers better service and delivering previously unrealised productivity gains.

Find out how we do it, visit [qstory.ai](https://qstory.ai) - Get in touch: [hello@qstory.ai](mailto:hello@qstory.ai)

## GOLD PARTNER



eGain AI Knowledge Hub helps businesses improve experience and reduce cost by delivering trusted, consumable answers.

Visit [www.eGain.com](https://www.eGain.com) for more info.

Contact: Ryan Mackley, Marketing Associate  
Email: [rmackley@egain.com](mailto:rmackley@egain.com)

## SILVER PARTNER



Capita is one of Europe's leading business process outsourcing providers. We provide transformational customer experience management services that are driven by data, enabled by technology, powered by people.

Blending cutting-edge AI and automation with deep operational expertise to create agile, intelligent, and customer-focused contact centre solutions.

With a strong tech partner ecosystem and a legacy of delivering complex change, Capita's ability to embed innovation meaningfully, drives efficiency, growth, and customer satisfaction across more than 100 million customer interactions annually. Visit: [www.capita.com](https://www.capita.com)



# PARTNERS



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## **BRONZE PARTNER**

NSN makes it simple for brands to support customers facing personal life challenges by signposting them to trusted external services.

Home to the UK's largest human-vetted directory of support providers, NSN creates co-branded and fully customisable "one-stop-shop" support websites that enable organisations to:

- Signpost customers to the right help when issues fall outside their own expertise
- Showcase their own initiatives and partnerships that strengthen customer support
- Gain valuable insight into customer support needs, outcomes and preferences

Visit [nsn.org.uk](https://nsn.org.uk) for further information.



# TICKETS

## Who should attend

- CX, Contact Centre and Customer Operations leaders
- Digital, Transformation and Technology leaders
- HR, Workforce and Capability leaders
- Senior executives accountable for customer experience and service transformation

	Included in Membership	Rate until 28 Feb	Rate from 01 Mar
Platinum & Accredited Members	2 passes	£299	£349
Members	1 pass	£349	£399
Non members	n/a	£699	£799
BPO/ Outsourcing	n/a	£799	£899
Consultant/ Industry Supplier	n/a	£799	£899

NB Prices displayed are exclusive of VAT  
 Group discounts are available for bookings of 5 or more places. Contact [katie.white@cca-global.com](mailto:katie.white@cca-global.com) to find out more.

## Venue:

Doubletree Hilton,  
 36 Cambridge Street,  
 Glasgow,  
 G2 3HN

NB. CCA reserves the right to change the content and timings of the Convention programme at any point in advance of the event.

