

Autumn/Winter 2022



# Breakfast Business School®

Autumn Contact Centre Excellence Seminar

How will the cost of living crisis impact your customer contact operations?

Online via GoToMeeting

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8.15am - 9.30am on Wednesday, October 19th 2022

Directors Club United Kingdom

[Directors Club United Kingdom](#) cordially invites you to attend the **Breakfast Business School** autumn contact centre excellence seminar online using the GoToMeeting video conference platform.

## **WHEN**

Wednesday, October 19th 2022

Welcome and introductions 8.15am - 8.30am

Seminar presentation 8.30am - 9am

Q&A 9am - 9.30am

## **HOW**

Online using the GoToMeeting video conference platform.

## **RSVP**

To confirm your delegate place, please register online [here](#).

## **COST**

There is no cost. This gathering of leaders is generously supported by [NICE](#).

## **AUTUMN/WINTER 2022**

Breakfast Business School - Autumn Contact Centre Excellence Seminar

*How will the cost of living crisis impact your customer contact operations?*

The coming months are going to see the UK population facing a unprecedented financial environment.

Inflation is predicted to remain high for a number of quarters, many households will go into fuel poverty and people's resilience to other financial challenges will severely impacted.

These issues will change some elements of the conversations that you have with your customers and you need to ensure that your employees are able to adapt to these changes and support your customers.

In regulated markets there is a need to identify and support vulnerable customers, however this need isn't limited to regulated industries.

Companies that can positively identify and support customers who are facing challenges have the potential to forge deeper relationships that can support future brand loyalty.

## AGENDA

In the session we will cover:

- Defining customer vulnerability in the context of customer interaction and contact centre operations.
- How the cost of living crisis may significantly expand the volume of vulnerable customers.
- Why having a strategy to respond to a rise in customer vulnerability is important for long-term performance.
- How to identify vulnerable customers through agent coaching and the application of technologies.
- Having awareness that contact centre agents may themselves be classed as vulnerable and need support.
- Why consistency of agent response is important and the role of coaching in achieving this.
- How to support agents in dealing with increasingly frustrated and emotional customers.

A seminar presentation addressing the above will be followed by an interactive Q&A session, where the delegates can ask questions and share their insights.

Register your delegate place online [here](#).

## SPONSOR

At **NICE** we are passionate about removing the friction between companies and consumers, creating extraordinary experiences that build brand loyalty and create unbreakable bonds.

We enable organisations to address today's consumer and employee expectations, by delivering effortless, consistent, and personalised digital-first experiences with CXone, the world's leading cloud CX platform.

We are known for our innovation and comprehensive end-to-end CX approach, combining digital entry points, journey orchestration, smart self-service, prepared agents and complete performance suite, all embedded with our purpose-built CX Analytics, AI, and domain expertise.



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