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# HIGHLIGHTS FROM LONDON

The dynamics of the contact centre have changed. Forefront brings together WFM & OPS leaders intent on leading the change needed to break free from the status quo.

*"Volatility is increasing, putting a premium on creating a nimble, real-time frontline to offset costs."*

**Dave Thrailkill, former WFM leader at Citi**, shared insights on why Citi turned to automation and how it has paved the way to increasing productivity and employee engagement.

Half-day event attended by over 10 enterprise companies



## The Journey

**Paul Milloy, Maxene Squire, and Matt Lund-Yates from British Gas** shared how, through intraday automation, they were able to improve workforce efficiencies and increase crucial employee development time.

*"We are in a great space to unlock further potential within our company."*  
**-Matt Lund-Yates, British Gas**



## Real-Time Rules

An interactive 'Rules Contest' helped attendees imagine the possibilities automation holds for their call centres.

*"Automation is the foundational element needed to lead change"*  
**-Dave Thrailkill**

Here's an example of a written rule submitted to drive customer and employee satisfaction.

### TRIGGERS

If media reports that British Gas has the best rates & calls spike as a result

### ACTIONS

Then alert agents, add a message to the website that calls may be longer than usual, and give option to use self-service.

### USERS

All agents

*"The event was really exciting. We saw, first-hand, the ease at which the community shares ideas, which really helps expand and unlock additional possibilities."*  
**- Maxene Squire, British Gas**