



Your invitation to
**Customer service in the
age of automation**

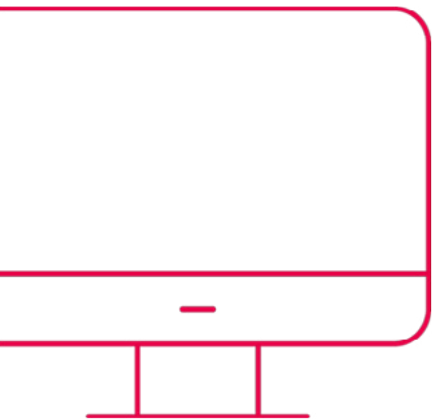
25 April 2018, London

Everybody is talking about automation. From Amazon Alexa to the smart home, it's transforming businesses, creating new efficiencies and enhancing customer experience.

But this is just the start. Over the next decade, it will pave the way for a revolution in service delivery and how your customers interact with your brand.

This shift has already started and you need to prepare now, or risk being left behind.

Our next event in the Arvato Talks series, 'Customer Service in the age of automation', will help you understand the technology, its evolution and gain insight into how you can integrate it and reap its benefits.



What

Customer service in the age of automation will consider:

- how robotic process automation (RPA) will transform your service delivery and the benefits the technology will offer
- how different business needs play a role in selecting the right type of automation, from virtual workforce and agent augmentation to intelligent automation
- how artificial intelligence will change how we manage customer interactions, using cognition to understand and apply customer's preferences in real time to improve services
- how to keep the human touch in a world that may begin to feel anything but...

...and how to ensure you have the right technology, experience and people in place to embrace the opportunities these technologies hold for your customers and your brand.

When, where and how

Wednesday 25 April 2018

12:00 for lunch and networking followed by a 13:00 start

13:00 to 16:40 for talks and presentations

16:40 for drinks reception

19:00 close

Blue Fin Venue

110 Southwark Street

London SE1 0SU

For more information and to book your place contact:

naomi.hedges@arvato.uk

+44 (0)7818 887161

Places are limited so please hurry!

What else

Hosted in partnership with the UK Contact Centre Forum (UKCCF), our experts will share their perspective on new technologies, explore case studies of the technology working in practice and provide guidance on how you can transform your customer service as technology changes our landscape. There will also be networking breaks for you to explore the challenges with us, as well as your peers.

- 12:00 **Lunch and networking**
- 13:00 **Keeping the human touch in a world driven by new technology: outlining the day**
David Morton, Sales & Solutions Director, Arvato CRM
- 13:15 **How will automation and artificial intelligence shape our world in 2028?**
Sue Barnes, Bid Director, Arvato CRM
- 13:40 **Robotic process automation 101: how does it work and how can you implement it?**
Mike Stewart, Head of Robotic Process Automation, Arvato CRM
- 14:05 **Coffee break and networking**
- 14:25 **'Who wants to be a millionaire?' – a live demo from our RPA lab**
Ruairi Adam, Robotic Process Automation Manager, Arvato Financial Solutions
- 14:45 **Using agent augmentation to enhance your employee and customer service performance**
Speaker to be confirmed, Pega
- 15:15 **Coffee break and networking**
- 15:35 **Delivering success: a real-life example of automation in action**
Speaker to be confirmed
- 16:00 **The shift to artificial intelligence: transforming customer engagement**
Ben Warren, Vice President IT, Arvato Financial Solutions
Gordon Dagleish, Head of ICT Solutions, Arvato CRM
- 16:40 **Bowl food and drinks reception**
- 19:00 **Close**