

CCW CUSTOMER CONTACT WEEK EUROPE

CCW Europe 2024: An Event Not to be Missed

The spotlight shines bright on customer experience right now.

The old adage that contact centres are mere cost centres is making way for an exciting new narrative that they are instead tremendous value centres. Indeed, 63% of customer management leaders from across Europe report that improving their CX strategy is either “high” or “very high” on their C-suite's agenda today, with only 6% saying it represents a “low” priority.

CX teams have a compelling mandate to enact change then, and the CCW Europe Summit is the place to go to drive it home.

The three-day event, taking place in Amsterdam this October, has emerged as a vital forum for networking, collaboration, and innovation over recent years, and the 2024 edition is set to be the biggest and best yet. It promises to be a platform for world-class learning and inspiration with a raft of industry thought leaders taking to the stage to share their knowledge and impart the lessons they’ve learnt from all their various CX initiatives.

Ideas always evolve differently, and professional relationships always grow stronger at the CCW Europe Summit, and here members of the CCW Europe Advisory Board tell us why.



Aymen Ismail

Head of Customer Engagement Solutions
smart Europe GmbH

"Attending the CCW Europe Summit is like diving into a vibrant ecosystem of innovation and inspiration. For someone deeply embedded in the worlds of CX and customer engagement, this Summit is not just an event; it's an essential gathering where visionaries unite.

Here's why I find the event so invaluable:

1. Innovation Hub: CCW Europe is where groundbreaking strategies and technologies first surface. Being there feels like having a front-row seat to the future of our industry.

2. Networking Hub: The diversity of attendees, from global professionals to industry leaders, offers unparalleled networking opportunities. It's a place for connecting with peers, meeting mentors, and forging partnerships that drive our sector forward.

3. Learning from the Best: The Summit is an educational powerhouse, providing insights through keynotes, workshops, and panel discussions. I always walk away with new ideas and a refreshed perspective.

4. Championing Diversity: The diversity of thought at this event is not just encouraged; it's celebrated. It fuels creative solutions and enhances our understanding of complex challenges.

For anyone dedicated to mastering their craft in CX and customer engagement, CCW Europe is indispensable. It's a profoundly enriching experience that catalyses both personal and professional growth."

Content at CCW Europe 2024

Our carefully crafted Summit agenda is dedicated to exploring the direction of, and the creativity within, the customer management industry. Here's what's in store:

100+
expert speakers

70+
content sessions

4
different track themes every day

27
hours of learning



Doug Casterton

Head of Operational Excellence
GetYourGuide

"If you're not hitting up CCW Europe this year, you're missing out on a goldmine of opportunities.

As someone who has attended many industry conferences over the years, this event is the real deal. I attend for two reasons.

First, it's very easy to be caught in a delusion that you're on the right track when you don't get outside your company's bubble. Attending industry conferences is not only a great source of actionable concepts you can lift, shift, and implement but also a great way to either validate your approach or course-correct based on the learnings of others who have already trodden this path.

Second, for the networking opportunities. With CCW Europe, you'll be rubbing elbows with Europe's CX elite, picking their brains on cutting-edge technologies and strategies, and compared with other conferences I have attended previously, CCW Europe always encourages speakers to provide actionable insights and less of the fluffy theoretical. But here's the kicker – it's not just about soaking up knowledge. CCW Europe is where you forge connections that can catapult your career.

I have personally benefitted from this many times, whether it's making a contact that later became a sounding board and source of best practice, or a contact that has helped my career trajectory later down the line."

Networking at CCW Europe 2024

CCW Europe is a place where connections are made, and business relationships are cemented. Our social programme this year features:

- **10+ hours** of networking sessions
- **1** welcome party
- **1** awards ceremony
- **1** drinks reception
- **1** private breakfast workshop
- **1** Summit app




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LANGUAGE I/O
Don't Let Revenue
Get Lost in
Translation


CCW
CUSTOMER
CONTACT WEEK
EUROPE




BRIGHT PATTERN
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edigo
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Capita






kore.ai



Ramón Delima

Global Director, Customer Services
TUI

"Two things are coming together in the world of customer contact right now.

Number one. It's a space that has been evolving quickly for many years but now we're amid change on a scale we've never seen before. And that is mainly driven by technology. Customer service will be one of the industries most impacted by the generative AI revolution.

And number two. In the past, customer service developments were typically national, but now they're international. Again, look at technology: Technological advancements are occurring globally; they're not limited to specific countries such as the Netherlands, Germany, or the U.K.

It's these two elements that underpin why colleagues in the customer contact space should consider attending the CCW Europe Summit – it's a space where you can learn about all the latest customer-facing activations and case studies in an international environment. And for me, it's always important to stress that CCW Europe is not only for people working for big brands operating in multiple markets. A small Belgian customer service centre can learn from what their peers are doing in Germany, for example, or a relatively small U.K.-based contact centre can learn from what their peers are doing in the Nordics. That is the essence of CCW Europe.

A word as well for the House of Rituals site visit this year. Rituals is one of those companies that really lives and breathes customer experience – both in relation to how they present their products and how they service their products, but also how they translate their in-store sentiment into a non-visual customer service experience. They really bring everything to life. I've worked with Rituals previously and it's a fantastic brand. Incredibly innovative. They're an example that we, as an industry, can learn a lot from."

What is the House of Rituals site visit?

Embark on a journey through Rituals' flagship store in the heart of Amsterdam where every customer touchpoint is infused with luxury and relaxation. Guests will enjoy:

- A 20-minute mindfulness experience
- Refreshments and a complimentary personalised Rituals gift
- A 40-minute presentation on the secret behind crafting great CX with Rituals':

Katie Kuizenga, Manager of Operations, Culture & Marketing - Customer Relations

Nienke van der Velden, Manager Operations and Business Development

Limited to 15 guests. Request an invite to beat the waitlist



Meko Elmekawy

Head of Digital S. Capabilities,
EnBW

"The CCW Europe Summit presents a valuable opportunity for professionals in customer experience and customer service to explore the evolving trends and innovations shaping our industry. Featuring esteemed thought leaders, the Summit offers insights into best practices for fostering customer-centric transformation.

Networking at the Summit connects attendees with peers and experts from various sectors, potentially leading to partnerships and collaborations that inspire innovation and growth. Drawing from my experiences at EnBW, I have seen how impactful a customer-centric strategy can be, and the CCW Europe Summit plays a vital role in empowering leaders to adopt such strategies effectively.

With its diverse lineup of workshops, keynote speeches, and panel discussions, the Summit provides actionable insights that encourage continuous improvement. For those interested in advancing customer experience excellence and staying informed on industry developments, the Summit offers a platform for enriching discussions and ideas."

Panel Discussions at CCW Europe 2024

We've got 13 panel discussions lined up this year, each designed to power inspiration that endures well beyond the event. Here's a sample of the panel discussions you can attend:

- Is Generative AI Delivering Business Value to Enterprise CX?
- Lessons Learned From Customer Leaders Navigating the Good, the Bad & the Ugly of Large-Scale Business Transformation
- Frontline Insights: Unmasking the Realities of Contact Centre Agents
- Utilising VoC as a Catalyst for Continuous Improvement and Customer Excellence



Katalin Fritz

Chief Customer & People Officer
Marley Spoon

"CCW Europe is not just a conference – it's a transformative experience designed to share knowledge, spark innovative ideas, and foster in-person connections that help us add greater value to customers' lives.

The interactions, new implementations, and seeded ideas that you'll explore at CCW Europe will empower those on the frontlines of customer service. One of the standout features of the event is the Disrupt-a-Thon, where participants can immerse themselves in a workshop environment and actively engage in problem-solving alongside industry leaders. This hands-on approach offers an invaluable opportunity to learn by doing, fostering creativity and innovation in real-time.

The Summit also places significant emphasis on the experiences of contact centre agents who interact directly with customers. I'm confident that in the coming years, we'll see more of these frontline professionals joining us at CCW Europe – an essential step to staying relevant and authentic. Who better to evaluate what works and provide feedback than those who have direct contact with our end customers?

Having worked in both large blue-chip organisations and startups, I am particularly excited that CCW Europe 2024 will feature speakers from both well-established companies and emerging startups. These sessions will offer insights into start-up innovations, along with honest stories of failure and the lessons learnt. The event provides a platform for these brave thought leaders to share their experiences, ensuring that the content is relevant and practical for all attendees. Smaller organisations, in particular, bring fearless perspectives, as they often embrace calculated risks and the concept of "failing well."

Join us at CCW Europe 2024 to gain practical knowledge, connect with a vibrant community, and be inspired by those who are shaping the future of customer contact."

What is the Disrupt-a-Thon?

Back by popular demand, our Disrupt-a-Thon is a unique forum where together we'll work through collaborative exercises that address real customer management problem statements. You can gain:

- Tools to think creatively and boost collaboration in your own organisation
- Techniques to pitch effectively and secure buy-in for new business cases
- Fresh ideas and solutions to common customer challenges
- Unparalleled in-depth networking with industry colleagues

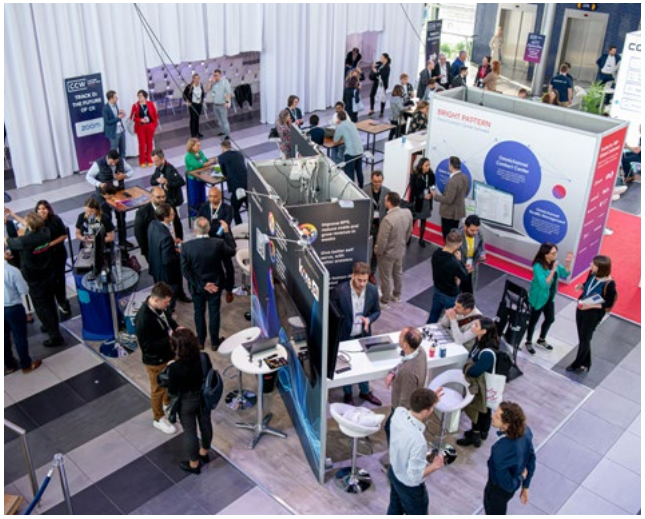




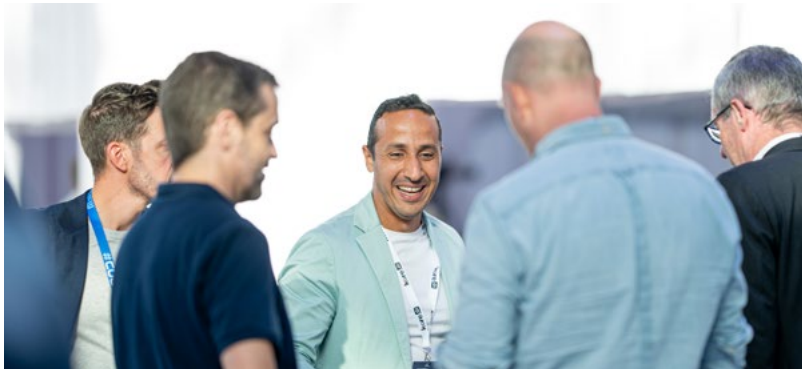

FORMANCE














sprinklr
Go from legacy
to loving experienc
Unify your contact centre
across voice, digital & social
CCW
Star Speaker
MEET & GREET
WITH
NYCK DE VRIES



Jen Brown

Senior Director International Marketing
GoTo

"There are many reasons why it's good to attend an industry event, especially CCW Europe.

We all have extremely busy work lives and our day-to-day is incredibly fast-paced, so it's important to take time out, to take a step back, and look holistically at how we're doing as professionals. And for the contact centre industry, there's so much new technology and new ways of working that we're dealing with right now (hybrid, remote working), all of which means we've had to transform how we deliver customer service. We're also now moving into more buoyant economic times. In short, then, there's never been a better time to come together with industry peers and learn from each other.

CCW Europe, unlike other events, has this amazing knack for setting such a collaborative tone across the industry – people sitting around roundtables having productive conversations about how to use AI effectively in their day-to-day lives, or how to take on more new technology, or what the future of customer service agents looks like. We all need to come up for air sometimes, and at CCW Europe you get the opportunity to come up for air in a safe, Chatham House rules environment where nobody is judging you on how well your contact centre or customer service operation is performing.

Everybody has copious amounts of empathy and helpful tips and suggestions. And that's not just on the stage: That's within all the conversations around the event."

Interactive Discussion Groups at CCW Europe 2024

Harness the collective wisdom of your peers through these roundtable sessions and walk away with new tools to drive transformation in your organisation. Sessions will be hosted by the likes of:

Leigh-Anne Gray, Head of Complaints, ERGO Travel Insurance

Elizabeth Ajala, Director of Disputes and Complaints, Monzo Bank

Joey de Laat, Director Customer Experience Transformation, Philips

Jarrod Davis, Product Marketing Manager, Cognigy

Eric Adams, Director, Merchant Experience, Bolt

Mark Janssen, Department Manager CX, Digitalization and Customer Dialogue Support, VGZ



Sandro Percuoco

Head of CS Digital & Service Design
Ryanair

"Whether you're a contact centre manager, a CX leader, or the innovator implementing digital solutions for customer service, you'll be surprised to see how a single event can open your mind and contribute to your success.

At the CCW Europe Summit you'll experience a special combination of quality content covering a multitude of topics, selected speakers from different industries, discussions about actual challenges, and sessions providing real solutions. Throughout the event you'll often feel that you're in the right place among the right people. The unique format of CCW Europe facilitates valuable meetings with peers and industry experts offering helpful networking and occasions to share opinions and experiences. It's an event renowned for hosting inspiring star speakers that tell amazing stories and spread powerful emotions and great motivation.

This is not only an event for senior leaders, though. Indeed, the packed agenda and the tailored tracks make this a great opportunity for your team members to get immersed into the CS and CX world and to see beyond their current roles. I guarantee you'll leave the event with a real sense of satisfaction, with bags of relevant information ready to be used, and plenty of new contacts to enrich your network."

Who are the star speakers this year?



Jesper Buch, Founder,
Just Eat, Seedster and GoMentor

Jesper Buch joins us for a fireside chat on day two of the Summit where he'll explore themes of leadership, perseverance, and the power of taking calculated risks.



Yeliz Çiçek, Editor-in-Chief,
Vogue Nederland

At a private breakfast workshop on day three, Yeliz Çiçek will share her experiences navigating the challenges of diversity and the pivotal role of support and advocacy.

*Limited to 50 attendees. Request an invite to beat the waitlist.



CCW

CUSTOMER CONTACT WEEK EUROPE

Register Now

View the Agenda

So, there you have it: Established brand or emerging start-up, industry disruptor or early career practitioner – the CCW Europe Summit has something for everyone. Register today for the number one event for progressive contact centre, CX, and digital service leaders.