



**Chairperson**  
Eoghan Tomás McDermott

# CCMA Conference 2023

## Embracing a New Era of CX and Employee Engagement

**Thursday 25th May 2023 - Aviva Stadium, Dublin**

- 8.30 – 9.00 a.m. Registration & Light Breakfast
  - 9.00 – 9.10 a.m. **Opening & Welcome**  
Eoghan Tomás McDermott MC, The Communications Clinic.
  - 9.10 – 9.30 a.m. **Delivering an Effortless CX and creating a culture where employees are empowered to get it right first time**  
Ronan O’Neill, Director of Service, Three Ireland.
  - 9.30 – 9.50 a.m. **Building a Smarter Future for Payments and Financial Services**  
Mairead Mcilkenny, Vice President Global Issuing Product, Fiserv.
  - 9.50 – 10.15 a.m. **How the Technology underpinning ChatGPT will transform work and reinvent business**  
Denis Hannigan Applied Intelligence Lead Accenture Ireland & Rory Timlin, Director of Analytics & Artificial Intelligence, The Dock, Accenture’s Global Centre for Innovation.
  - 10.15 – 10.30 a.m. Q & A
  - 10.30 – 11.00 a.m. **Coffee & Networking**
  - 11.00 – 11.30 a.m. **Building a Team – Being Better**  
Ray Goggins, Author, Chief Instructor on Ultimate Hell Week & Vhi Ambassador.
  - 11.30 – 11.50 a.m. **Reimagining CX - Driving Value Through Customer Support**  
Mary Flynn, SVP Global Client Strategy, IntouchCX.
  - 11.50 – 12.10 p.m. **Exploring the BT CX journey: how to adopt a company-wide CX culture and how to cultivate it**  
Alan Shanley, Customer Service Director BT Ireland & John O’Connor, CEO Deep Insight.
  - 12.10 – 12.30 p.m. - **Redefining CX**  
Richard Kenny Voice Product Marketing HP Poly.
  - 12.30 – 12.45 p.m. Q & A
  - 12.45 – 1.45 p.m. **Networking Lunch**
  - 1.45 – 2.00 p.m. **Common Sense Leadership Getting Back to Basics**  
Maurice Whelan, Founder, Unleash Potential.
  - 2.00 – 2.20 p.m. **Transforming CX with Conversational AI & Automation**  
Vijai Shankar, Vice President Product Marketing Uniphore.
  - 2.20 – 2.40 p.m. **Cocktail for Transformation**  
Jamie Easton-Wise, CEO Creative Global Strategy
  - 2.40 – 2.45 p.m. Q & A
  - 2.45 – 3.30 p.m. **Breakout Streams**
1. **WFM Next Generation Shrinkage – Understanding the Value of Time**  
Facilitator – Dave Vernon Director The Forum. At this roundtable we will discuss how we should look at shrinkage as a value not a loss and how we consider this in our targets.
  2. **The Road to Successful Transformation**  
Facilitator - Jamie Easton-Wise, CEO Creative Global Strategy. Join me to discuss the key building blocks to success in CX transformation.
  3. **Is working from home not working? Are staff detaching from your customers?**  
Facilitator – Cormac Murphy, Partner, Ennovate Consulting. Let’s be controversial, are we losing out on creativity and collaboration and can we make hybrid work?