



The future of customer experience in Australia: How companies are Making Every Moment Count with AI, Cloud and Digital channels

Melbourne hosts local and international experts as part of Genesys worldwide customer experience event series:

G-Summit

Global technology innovators Genesys® are bringing together IT industry leaders, contact centre specialists and the country's best customer experience (CX) providers to discuss challenges, develop solutions and hear about real-life outcomes of exceptional CX application, at their G-Summit event in Melbourne. This special event will run over two days 30 - 31 July 2019 and will be the largest event of its type in Australia. Google Cloud is the platinum sponsor of this event and the after party. This year's theme 'Make Every Moment Count', aims to improve the experience of Australian customers, agents and businesses through innovations in artificial intelligence (AI), digital channels and the cloud. Specific themes covered in eight immersive breakout streams include: Chatbot and voicebot possibilities Level-up your CX with disruptive innovations in AI Genesys AppFoundry – extending and expanding transformational value Getting to a smarter employee journey using automation at work Building an elite service organisation Moving your contact centre to the cloud Finding prospects, winning and keeping customers Genesys solutions roadmap With a focus on practical examples and proven technology applications, the G-Summit event series is renowned for its significant customer participation. Best-practice companies using Genesys platforms in innovative ways and delivering outstanding results will be sharing their stories, including: Jody Grima, Executive Director Service Delivery, Service NSW – Transforming Citizen Experience Luke Whytcross, Head of Customer Solutions, O'Brien Glass - Celebrating Award-Winning Customer Success Stories Steven Bailey, Chief Client Officer, MyBudget – Celebrating Award-Winning Customer Success Stories Julie Bingham, Head of Member Services, QSuper - The Tangible Value of Flexibility in Technology Investments Paula Mullan, Senior Manager Operational Effectiveness Everyday Banking, Westpac NZ - Building an Elite Service Organisation The closing keynote, A Long Way Home presented by the incredible and utterly inspiring Saroo Brierley, the boy who was separated from his family in India as a five-year-old and who found his way home 25 years later, will motivate the industry to constantly be looking to improve and never give up. -ends- Event Details: Date: 30 - 31 July 2019 Location: Melbourne, Australia View the full program here. Media Information Media are invited to attend the G-Summit in Melbourne, Australia. There will be limited opportunities for hosted media attendance for one or two of the days, or pre-selected sessions. Media unable to attend but wishing to dial into a single session may also be accommodated upon request. For further information or to request hosted attendance or session access, please email your name, position, publication to: elizabeth@zadroagency.com.au. Interviews with Genesys staff, keynote and session speakers are available. These include: Gwilym Funnell, Managing Director ANZ, Genesys Andy Hardy, Strategic Director, Employee Experience, Genesys Sophie Giesen, Head of Strategic Business Consulting ANZ, Genesys Brooke Hardy, Director, Genesys Care APAC, Genesys Andrew Slater, CEO, Homecare Medical Julie Bingham, Head of Member Services, QSuper Group Steven Bailey, Chief Client Officer, MyBudget Paula Mullan, Senior Manager Operational Effectiveness Everyday Banking, Westpac NZ Andrew Hume, CEO, Probe About G-Summit Learn about emerging technologies, talk with peers, explore the future of customer experience in the process, learn to make every moment count. That is not only our event theme, it's our promise to you. Make every moment count at G-Summit and from every day forward as you engage with customers and take their experiences to new heights. About Genesys Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, we build solutions that mirror natural communication and work the way you think. Our industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on-premises and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering. Visit genesys.com on Twitter, Facebook, YouTube, LinkedIn and the Genesys blog. ©2019 Genesys Telecommunications Laboratories, Inc. All rights reserved. Genesys and the Genesys logo are trademarks and/or registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies.

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