



CONFERENCE AGENDA

14-15 OCTOBER 2025



WOW
CALL DESIGN
2025 CONFERENCE

TIME	SESSION	DESCRIPTION	NAME	COMPANY
9:30 - 10:00	Mix, Mingle and Make Connections Over Coffee and Breakfast Snacks	Use this time to connect, mingle and share ideas with like-minded professionals. Whether it's over coffee or conversation, it's a chance to expand your network and spark new thinking in workforce optimisation. Coffee cart & breakfast snacks provided.		
10:00 - 10:20	Welcome to WOW 2025: Optimise What Matters - People, Process and Possibility!	Welcome to WOW25: Optimise What Matters Kick off the conference with a look at the latest trends transforming workforce optimisation. This opening session sets the tone for two days focused on elevating people, refining processes and unlocking new possibilities. Come ready to reflect on your challenges and define what you want to take away from WOW25.	Nimesh Dhanak and Julie-Anne Hazlett	 CALLdesign Driving The Optimised Workforce
10:20 - 10:40	Keeping It Human: Enduring Principles for Evolving Expectations	In a world driven by AI, automation and digital disruption, it's easy to overlook what truly drives engagement - people. This session explores how classic workforce optimisation principles are more relevant than ever, providing a steady foundation in a fast-moving, tech-heavy environment. Join us as Colin unpacks how to balance people, process and possibility, with real-world case studies, practical strategies and a fresh framework you can take back to your team. Whether you're navigating change or leading it, this is your roadmap for creating sustainable, human-centred performance in the digital age.	Colin Whelan	 aspect
10:40 - 11:40	AI-Powered Productivity: Mastering Gen AI to 10x Your Impact	"AI won't take your job - but someone who knows how to use AI will." - Futurist, Professor Brian Johnson In today's workplace, the difference between thriving and falling behind comes down to one crucial skill: knowing how to leverage Generative AI as your personal productivity multiplier. In this hands-on keynote, Inventium's Neo Aplin will demystify Generative AI and reveal practical strategies to transform it from a buzzword into your most powerful productivity ally. Attendees will learn how to craft effective prompts, understand AI's capabilities and limitations and develop workflows that combine human expertise with AI enhancement.	Neo Aplin Keynote Speaker	 inventium

AGENDA DAY 1

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CONTINUED

Key takeaways:

Neo Aplin

- Strategic frameworks to identify where AI can multiply your impact (and where it can't)
- Practical techniques to master effective prompting and AI interaction
- Real-world workflows that combine human creativity with AI acceleration
- Time-saving strategies to accomplish in minutes what used to take hours

11:40 - 12:00

What Happens When AI Gets a Desk Next to You?

Contact centre Operation's Managers face an impossible challenge: scale human excellence infinitely while reducing costs and maintaining brand and regulatory compliance. The theoretical frameworks sound promising, but what does real transformation actually look like?

Nick Atkin and David Ralston

calld.ai

Join the founders of Calld.AI and Emily for the industry's first live human-AI collaboration presentation. You'll witness an actual working relationship between human executives and conversational AI agents, not a demonstration of technology, but a glimpse into the future of contact centre operations.

Watch as complex customer scenarios are handled through seamless collaboration, with AI agents managing compliance-heavy interactions while human colleagues focus on relationship-building moments that require authentic empathy.

This isn't theory or promise, it's the working reality that's already transforming some of the world's leading contact centres.

12:00 - 13:00 LUNCH

13:00 - 13:20

From Disruption to Direction: Redefining Workforce Planning Through Closer Collaboration with Stakeholders

In the face of major business change, Sam quickly adapted and reimagined how workforce planning could drive real impact, not just through numbers, but through people. This session shares how Sam reshaped stakeholder engagement, shifted traditional processes and embraced experimentation to influence better outcomes across the nib contact centre. It's a story of resilience, reinvention and results, showing what's possible when you optimise what really matters.

Sam Laidlaw

nib

AGENDA DAY 1

TIME	SESSION	DESCRIPTION	NAME	COMPANY
13:20 - 13:40	Leading Operations Management at Scale: Lessons from Services Australia	Sharna will share her perspective on leading one of the most complex and high-impact operations management functions in Australia. Covering Social Security & Welfare, Health, Integrity and Child Support programs, Services Australia manages millions of customer interactions each year with a workforce of more than 20,000. In this session, Sharna will explore how to balance workforce supply with both anticipated and unexpected demand, including emergency response, while maximising resources to achieve customer and government outcomes. She will also highlight how Services Australia invests in the career journeys of its workforce management teams to deliver great outcomes at scale.	Sharna Bucher	 Services Australia
13:40 - 14:00	Balancing Human & Automated Decisioning for a Future-Fit Workforce	As automation, AI and data analytics reshape workforce management, the challenge is no longer if we use automation but how. Cherie's session explores how to design workforce planning that blends the speed and precision of automation and data-driven decisioning with human centric outcomes. Discover strategies to boost operational efficiency while safeguarding employee experience and customer satisfaction to ensure your workforce remains resilient, adaptable and engaged as workforce demographics and expectations evolve.	Cherie Cameron	
14:00 - 14:20	The Qantas WFM Journey – Transformation in Action	Behind every great airline is an even greater operation keeping people, planes and passengers moving. For Qantas, that meant reimagining how Workforce Management was done and shifting from legacy processes to a future-ready, agile and insight-driven operation. In this session, you'll hear how Qantas transformed its WFM function: where they started, the milestones they've achieved and the cultural and operational shifts that made it possible. We'll explore how the right vision, the right people and the right partnerships helped turn complex challenges into game-changing results. Whether you're at the start of your own transformation or deep in the journey, this is a rare behind-the-scenes look at what it takes to restructure a WFM business at scale, as well as a glimpse at what's still to come.	Chris Griffiths	

14:20 - 14:50 AFTERNOON TEA

AGENDA DAY 1

TIME	SESSION	DESCRIPTION	NAME	COMPANY
14:50 - 15:10	Big Picture Thinking in a Small but Mighty Contact Centre	What does it take for a smaller contact centre to perform at the level of Australia's largest and most resourced operations? Following an independent review, this centre was ranked in the top 5% nationwide, achieving an impressive 37-second speed to answer. In this session, you'll hear how Workforce Planning and Aspect technology enabled big-enterprise strategies to be scaled and adapted to a smaller environment, proving that with the right approach, even lean operations can deliver world-class efficiency and customer experience.	Brooke McKenzie	
15:10 - 15:30	The Future of Scheduling	Join us to discover how Woolworths revamped their scheduling approach in FY25, moving beyond traditional metrics to truly embody a "Team 1st" philosophy while maintaining their "Customer 1st" commitment. Historically, the teams at Woolworths faced extensive availability requirements (5 am - 1 am Mon-Fri, 5 am - 10:30 pm Sat, 5 am - 10 pm Sun). Recognising the impact on their team members, reflected in feedback and attrition, Woolworths embarked on "The Future of Scheduling." This initiative didn't just re-evaluate schedule inflexibility and effectiveness; it introduced innovative measures to ensure a balanced approach, proving that a team-first strategy can indeed lead to exceptional customer outcomes. Learn how Woolworths brought a truly team-first approach to scheduling, redefining success for both their customers and their people.	Graeme Ireland	
15:30 - 16:00	Sequential Workload Planning - Why It Won't All Come Out in the Wash.	Join Robert and Simon from Call Design to discover how to improve your planning for sequential workloads and learn how to articulate the impact your Back Office is having on your more traditional channels.	Simon Clements and Robert Hall	
18:30 - 23:00	Gala Dinner With Special Guests Saint Levine & Jarrad Lees	Don't forget your dancing shoes! Saint Levine brings raw vocals, infectious energy and genre-defying beats, while Jarrad Lees turns up the heat with her fierce mixes and electrifying stage presence. This duo doesn't just play music, they ignite the room! Expect big vibes, bold sounds and a fun night on the dancefloor. You won't want to miss this!	Saint Levine and Jarrad Lees	

AGENDA DAY 2

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9:30 - 10:00	Mix, Mingle and Make Connections Over Coffee and Breakfast Snacks	Use this time to connect, mingle and share ideas with like-minded professionals. Whether it's over coffee or conversation, it's a chance to expand your network and spark new thinking in workforce optimisation. Coffee cart & breakfast snacks provided.		
10:00 - 10:20	Every Moment Matters: Optimising Workforce Potential with Burnout Prevention Technology	Your people are your greatest investment and in the contact centre, every interaction they make is a moment of truth for your customers' experience. But when operational stress meets outdated tools, the result isn't just inefficiency, it's burnout. Join this session to discover how real-time data and patented technology, such as Intradiem's Burnout Indicator, equip operations and WFM leaders to achieve measurable results, including: • 7% reduction in annualised attrition (pilot results) • Faster team leader interventions through automated alerts • Reduced replacement and training costs that could save you a lot of money With contact centre attrition averaging 35–55%, a 500-agent centre could be losing between \$1.5M to \$4.5M annually to agent turnover. Reducing burnout isn't just a people strategy, it's a financial imperative. "This Burnout Indicator tool has helped identify agents who may be suffering from burnout. It gives instant data that I can use to gauge what is needed to support them daily." Recent review from Healthcare Customer Attendees will walk away with a practical understanding of how to optimise what truly matters: the experience of your people. Because when your agents thrive, your outcomes follow.	Haresh Gangwani and John Norton	
10:20 - 11:20	Culture Decoded: Science, Strategies and Stories to Spark Engagement!	Smart strategies, in any era, come to life through a strong and harmonious culture. When you cultivate culture deliberately, you create the conditions to attract and retain top talent, build award-winning capabilities, drive high performance, foster customer loyalty and carve out a distinctive competitive advantage. In this session, Mark draws on powerful tools from two of his most popular keynotes and workshops - CULTURE and MOTIVATION - to provide a fresh, science-based perspective on people and performance. Anchored in behavioural science and organisational culture, the keynote combines interactive elements with cinematic storytelling, hallmarks of Mark's signature style.	Mark Carter Keynote Speaker	

AGENDA DAY 2

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CONTINUED		Key takeaways: • Four traditions and tales (insights from behaviour and ethnology) • Three principles for unlocking intrinsic happiness • Recognising and adapting to six unique motivators within your people • The four pillars of culture • The four defining experiences • The four culture killers • The single magic ingredient of culture		
	11:20 - 11:40	Shaping Strategy, Not Following It: The Future Role of Workforce Management Workforce Management is often seen as the engine room of contact centre performance, but true optimisation comes when WFM and leadership work hand-in-hand. As customer expectations shift and technology reshapes the way we work, WFM will be optimised when it moves beyond a support function to become an active voice in strategy and design and a true partner with frontline leaders and CX designers. This session will explore how WFM leaders can build stronger partnerships with contact centre leadership and customer experience teams, ensuring they help shape decisions at the outset.	Fran Southward	 Auscontact The Australian Contact Centre Association
	11:40 - 12:00	Your Workforce Management Team is the Oil that Keeps Your Business Running Smoothly. But Does Everyone in Your Organisation Truly Understand their Value? When your business runs like clockwork, who gets the credit? Many people across the business don't fully understand what WFM does, or how deeply they impact performance. Join Sally as she shines a light on a team that often works behind the scenes, yet powers everything. Let's break down the magic (in non WFM language), and explore how we can better recognise, collaborate with and empower our WFM teams.	Panel Discussion	
12:00 - 13:00 LUNCH				

AGENDA DAY 2

TIME	SESSION	DESCRIPTION	NAME	COMPANY
13:00 - 13:20	Round Table Sessions	Forecasting, Scheduling, Real Time Management, Schedule Automation, AI, Non Contact Centre WFM		
13:20 - 13:40	Round Table Sessions	Forecasting, Scheduling, Real Time Management, Schedule Automation, AI, Non Contact Centre WFM		
13:40 - 14:00	The Awkward Art of Planning Ahead	Ever considered why long-term planning feels awkward, and why that is actually healthy? Join Carol and Amy to discuss why the future matters more than we admit, and how planning isn't just a numbers game.	Carol Ritchie and Amy Glover	 CALLdesign Driving The Optimised Workforce
	Wrap Up		Julie-Anne Hazlett	 CALLdesign Driving The Optimised Workforce

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