



Future of Contact Centers Special Interest Group Charter

Intended Participants

Companies: UWEBC member companies with a Contact Center for customer care, service, or sales.

Roles: Those with responsibility for, or direct involvement in contact center success, implementation and development in a UWEBC member organization's contact center.

Goals

1. To provide a forum to explore future-looking trends and topics related to Contact Center tools, strategies and practices.
2. To enable participants to glean ideas to improve/enhance their organizations ability to consider new strategies, practices, processes and tools utilized by exploring them with UWEBC members with different, but related perspectives and experiences.
3. To foster participants development of a trusted network of peers interested in the future of the Contact Center space.

Some Potential Topics for Discussion (actual list of topics to be developed by participants in the group)

- Artificial Intelligence in Self-Service
- Omnichannel: What will it take to turn this goal to a reality
- Agent Assist: Hype or Necessity in the new year
- Leveraging Video as a Customer Contact Channel

Meeting Frequency, Length and Location

- Meetings will be scheduled approximately every 3 months
- The total number of meetings will be determined based on the number of topics participants choose to discuss
- Meetings will be two hours in length
- Meetings will take place virtually

Participant Expectations

- All Pilot session participants and registrants will be invited to future sessions and should make a reasonable effort to attend as many of the meetings as possible.

- New Participants will be allowed to register through the Special Interest Group information page via <https://uwebc.wisc.edu>

Steering Committee

- **John Zurn**, Director of Customer Care - Mason Companies, Inc
- **Stephanie Dove**, Director of Customer Experience & Benefit Administration - Delta Dental of Wisconsin
- Additional Steering Committee Member may be added