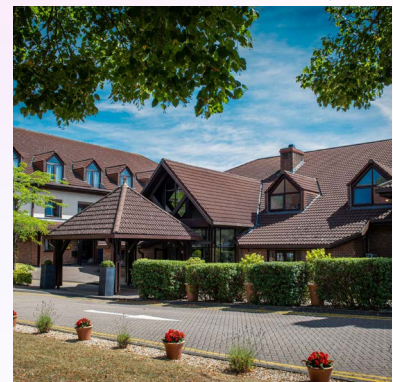


Free for
members

CX is Still Human — Agentic AI Just Makes It Smarter

Thursday, 9 July 2026
8:00am – 11am

Aztec Hotel & Spa
110 Aztec West, Almondsbury,
Bristol, BS32 4TS



South West Contact Centre Forum, in association with Five9, invite you to an exclusive breakfast briefing exploring how organisations can embrace Agentic AI while keeping customer experience fundamentally human.

As AI adoption accelerates across the contact centre industry, businesses are under increasing pressure to deliver smarter, faster and more personalised customer experiences, without losing trust, empathy or meaningful human connection. This focused, in-person session brings together industry peers and experts to explore how AI can enhance both operational performance and customer outcomes when implemented responsibly.

The briefing will include expert insight and interactive discussion around:

- Where AI is already delivering measurable value in contact centres
- Balancing self-service automation with human interaction
- AI agents, agent assist and hyper-personalisation in practice
- Trust, governance and the barriers slowing AI adoption
- The human impact of AI on advisors, culture and customer experience
- Measuring success beyond cost savings, including CX, retention and brand impact

This session is designed for senior leaders and decision-makers responsible for customer contact, operations, technology, people or strategy, and will provide practical perspectives, peer discussion and actionable insight you can take back into your organisation.

Register to attend online at: <https://contactcentreforum.co.uk>

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08:00 – 08:20 Arrival, Breakfast and Networking

08:20 – 08:30 Welcome and Scene Setting

Jane Thomas, Managing Director, Contact Centre Forum

Purpose of the session, why now, AI pressure, CX expectations and business outcomes.

08:30 – 08:45 Keynote: CX is Still Human - Agentic AI Just Makes It Smarter

Ty Stephens, Five9

Exploring how AI is reshaping customer experience through three core themes:

- Smarter: AI driving efficiency and insight
- Trust: governance, security and adoption barriers
- Human-centric: AI and agents working together

Real-world examples including AI agents and agent assist, hyper-personalisation and business-level ROI.

08:45 – 09:00 Table Reflections

Small group discussions reflecting on the keynote. Prompt: “What resonated most — and why?”

09:00 – 09:50 Group Discussion Session 1: Where AI Delivers Value

Discussion questions:

- Where is AI already delivering measurable value in your contact centre today?
- Where should it be, but isn't yet? What's blocking progress?
- What's the right balance between self-service and human interaction in your organisation?
- Are you seeing more value in efficiency or customer experience differentiation?

09:50 – 10:05 Break and Networking

10:05 – 10:45 Group Discussion Session 2: Trust, Governance & Human Impact

Discussion questions:

- What does “trust” mean in your organisation when it comes to AI?
- What governance or guardrails are you putting in place today?
- How are employees reacting to AI — resistance, adoption or uncertainty?
- How do you measure success beyond cost savings?
- What would need to happen internally for you to scale AI faster?

10:45 – 10:55 Share Findings and Key Takeaways

A summary of the session, including common blockers, emerging opportunities and maturity levels across the room.