

Free for
members

The AI Tipping Point

Cutting through the noise in customer service AI

Friday, 13 November 2026
10am – 1:30pm

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

Customer service is approaching its tipping point. AI is everywhere. But what's genuinely changing customer service – and what's just noise?

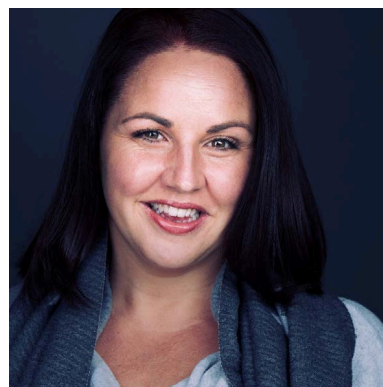
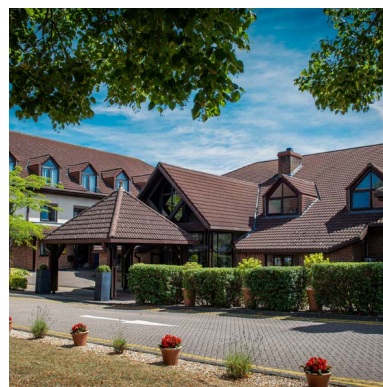
Whatever size contact centre you are managing; small, medium or large, or one of the many organisations that says "We're not really a contact centre", this conversation is for you.

We're bringing together customer service leaders to talk openly about where AI is working, where it isn't, what they're worried about and where the real opportunities lie.

Hosted by Nerys Corfield, who brings 30 years in contact centres and CX – she's run them, judged them, transformed them and celebrated them.

Come ready to share your experiences, challenge the thinking and leave with practical ideas you can take back to your business.

Join us for a packed agenda with real takeaways.



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- 10:00 Registration, Coffee and Networking**
- 10:30 Welcome**
Jane Thomas, Managing Director of SWCCF
- 10:40 Why We're Here**
Carl Fletcher, Solutions Director at Onecom
Why AI and customer service matters to Onecom. Supporting the SWCCF members.
- 10:50 The AI Tipping Point: What's Real and What's Just Noise**
Nerys Corfield
Real customer success stories.
- 11:05 Around the Table**
An open discussion to find out where everyone is with AI.
- 11:25 Break and Networking**
- 11:45 Working Groups**
Group A: Where should AI take the wheel?
Group B: Where's the value – really?
Group C: What's stopping us reaching the AI Tipping Point?
- 12:15 Feedback Session**
- 12:30 What do We Take Back to our Business?**
As a group, we'll pull together the top themes from the day and practical next steps.
- 12:45 Light Lunch and Networking**
- 1:30 Close**