

AGENDA



AUTUMN EDITION

CEE Strategic SSC Conference

Poland

4-5 October 2018

9.00 - 9.10 **OPENING REMARKS**

9.10 - 9.50 **FUTURE OF WORK & ORGANIZATIONAL DEVELOPMENT AT SSC LEVEL**

Navigating Through Disruptions and Acknowledging Change as a Growth Accelerator to Prepare your Workplace for a Digital and Technology-Driven Future

- New technologies: threats or opportunities? Surfing the wave while anticipating the impact it can have on your staff's levels of engagement
- How much and how fast digitization of your services and your workplace will impact your SSC operations
- Some of tomorrow's jobs do not exist today: re-skilling your people, soft skills trainings and new "social / moral" contract to deal with evolving expectations
- Is the operating model of your organization still the most relevant today: imagining new governance models in a VUCA environment

Speaker TBA, Job Position, **Company** (Country)

9.50 - 10.30 **STAFF & KNOWLEDGE RETENTION**

The HR Focus is Back as Priority #1 – Challenges in Attracting, Retaining and Harnessing the Power of a Skilled Workforce to Ensure Continuity and Growth of Your Operations

- How to design specific job offers to alternative "talent pools" in the face of increasing competition and salaries rise: maternity leaves, seniors, gig economy doers, foreigners, etc.
- Fine-tuning your retention strategy through offering jobs that deliver on higher purposes and values: new scope and talent management programs
- You have to keep them interested! Building a bridge between engagement, fun, work life balance and performance culture
- Transition and knowledge transfer: How to efficiently manage the continuous and seamless flow of your high value operations in a context of frequent turn-over and attrition

10.30 - 10.50 **SPEED NETWORKING**

20-minute ice-breaker to get in touch with other attendees from various organizations, discuss challenges and exchange business cards... Of which you'll need plenty!

10.50 - 11.15 **MORNING COFFEE AND NETWORKING BREAK**

STREAM A - HR & Strategic Management

STREAM B - RPA & Intelligent Automation

11.15 - 11.55 **NEW WORKING HABITS / REDESIGNING JOBS**

Digital Transformation, Flexible Working Hours, Virtual Teams, Millennials: How to Manage a New Breed of SSC Professionals and Impact on your Center's Operations

- Setting-up a modern job design strategy to address increasing complexity while fighting repetitive tasks and boost engagement
- New processes and new operators' mindset mean constant adaptation to change: How to identify the profiles who will be "able to take it"?
- Increasing importance of personalized and tailored lifelong learning to challenge status quo and use change as an engagement tool

STANDARDIZATION FIRST - RIGHT FIT AND PROCESS SELECTION

Internal Capability Assessment, Thorough Process Mapping and Identification to Lay Down the Foundations for RPA Programs that Work and Deliver on Expectations

- Concrete identification and prioritization of your highly repetitive processes to maximize chances of success of automation
- Global operations means increased complexity: How to deal with multiple legacy systems and programs' architectures when standardizing your processes
- Capability building, training and change management: Anticipating the big bang that will affect your basic transactional activities

- Multiple generations in the workplace: Building bridges to facilitate knowledge transfer and increase the business value of your center

12.00 - 12.40

EMPLOYER BRANDING STRATEGIES

How to Make Your Employer Branding Strategy Stand Out to Reach the Right Candidates in a Saturated, Globalized and Volatile Market

- New generations want things that matter: it is time to communicate on your corporate values to differentiate and be the right fit
- Company culture: how to leverage on a corporate brand / global image and adapt it to the local needs of your organization
- How to create a strong "brand" both externally and internally to attract but most importantly keep the talents on board
- LinkedIn, Facebook, Instagram: where to position your organization in the era of social media to attract the right people

- Is the agile methodology applicable to RPA projects and for which benefits?

RPA PROGRAMS' GOVERNANCE STRUCTURE

Who is Responsible for (and Owns) the Shiny New Toy? Clear Governance Framework to Ensure Continuity, Efficiency and Business Outcomes of RPA

- In-house development or external support: long-term goals evaluation, strategic framework and process ownership for maximum efficiency
- RPA is new for both business and IT: who should be in charge and what are the pros and cons of IT-owned vs. business-owned governance models?
- Educating business leaders and coaching sponsors to bring clarity on the changes occurring with RPA and manage expectations
- "Robots will not render humans jobless": strategies in place to transition your "freed-up" employees towards more value-added activities

12.40 - 13.45

LUNCH AND NETWORKING BREAK

13.45 - 14.25

TOP-DOWN EMPLOYEE ENGAGEMENT

Motivation as a Tool to Fight Attrition: Role of Leaders in Employee Engagement Strategies to Keep Your Staff Involved, Customer-Focused and Innovative

- Engaged managers create engaged employees: Empower your leadership teams with engagement tools to ensure commitment and motivation at all levels of the organization
- Your team leaders are your best HR reps: importance of "becoming a manager" training to keep teams rolling
- Culture and values: Going beyond comp & ben to boost individual performance
- Work-life balance is the new Holy Grail: offering more than a job to keep your people engaged

SETTING-UP IS GOOD, SCALING-UP IS KEY

Scalability is THE Main Challenge: How to Standardize and Align Processes at Enterprise Level to Maximize Chances of Success of Global RPA Roll-Outs

- Legacy of old, non-standardized systems in place and difficult integration of complex automation programs that deliver on expectations
- Strategic and socio-political challenges of scaling-up RPA programs: Can it be reliable, cost efficient and cash generating in the same time?
- Scaling down first to faster scale up after? The steep slope towards scaled-up RPA CoEs: Inexperience and low maturity when dealing with complex projects
- The maintenance and sustainability issue: Who to take care of the program after the "go live"?

14.30 - 15.10

TALENT MANAGEMENT & LEADERSHIP PROGRAMS

Talent Management is Your Company's Life Insurance of Tomorrow: Importance of Strategic Leadership Programs to Stay Competitive

- Focusing on coaching, leadership and knowledge transfer to back-up your organizations' future growth from below
- Peer-to-peer best practice sharing as a way to promote leadership role models from within

RPA & MORE: TOWARDS INTELLIGENT AUTOMATION

How to Become a Robotic CoE to Drive the After-RPA: Cognitive Robotics, AI and Virtual Assistance to Improve Service Delivery and Enhance Customer Experience

- The next steps to RPA are already here: Better understanding and business application of AI and machine learning to clearly move into tomorrow's automation

- Fast track programs and career shortcuts to keep the best players on board
- Developing internal academies to match education programs with business needs

- RPA is for back office, virtual assistance / chatbots and AI are for customer experience: How can SSCs become the center pieces of global roll-outs at corporate level
- Education, infrastructure and ingenuity: The CEE region's magic combo at stake to lead the charge in RPA adoption and strengthen its leading near-shoring role internationally

15.10 - 15.45 AFTERNOON COFFEE AND NETWORKING BREAK

15.45 - 17.00 ROUND-TABLES DISCUSSIONS

1 hour to deepen in small groups of 8-10 people one "hot topic" to be picked from a list containing the most pressing challenges and issues faced by SSCs in the region. Highly interactive format and follow-ups to get the best out of the experience sharing and networking opportunities offered by the summit.

- Exploring the intricacies behind the cost vs. return on investment ratio calculation of RPA
- Grass is always greener outside: Can CEE resist to more cost-efficient locations
- RPA and the foreseeable long-term impacts on your organization
- Employee engagement and new generations in the workplace
- Master data management and analytics
- More value-added services, improved capabilities, more responsibilities
- RPA vendor selection
- Opening up to outsourcing: The future of all SSCs?
- Smart financing structure and tax optimization: how to keep SSCs cost efficient and tax neutral
- Towards improved corporate governance processes to streamline operations and increase quality of delivery
- Improved collaboration between finance and procurement to control your P2P end-to-end process
- And more...

17.00 - 17.15 FEEDBACK & CLOSING REMARKS

17.15 - 18.15 COCKTAIL RECEPTION

DETAILS OF THE SECOND DAY ON THE FOLLOWING PAGE

9.00 - 9.10 **OPENING REMARKS**

9.10 - 9.50 **INCREASED DIVERSITY WITH MORE VALUE-ADDED SERVICES**

CoE Is the “New SSC”: A Journey onto Moving up the Value Chain from Low Cost Transactional Activities to High Value Added Services to Increase Competitiveness (and Save Your Operations in CEE?)

- Navigating the transition: Leadership, negotiation and communication to get corporate’s buy-in and commitment to make it a reality
- Technicality of introducing “new skills” to SSCs – marketing, supply chain, legal, etc.: What about centralizing operations that you did not even think of before?
- Towards more complex, more skilled and more agile SSCs: Leveraging on existing high level of competences to introduce increased diversity and more added value services
- Role and place of CoEs in the GBS model

9.50 - 10.30 **FROM SSC TO BPC – BUSINESS PARTNERING CENTERS**

Towards the Era of a New Breed of Business Leaders Steering SSCs’ Operations: New Functions and Thorough Business Acumen to Deliver on Improved Customer Experience and Service Delivery

- You have the capacities, develop the capabilities: grow the business acumen and alignment of your leaders to anticipate changes and bring more agility to the operations
- Increasing efficiency and effectiveness through skilled and experienced leadership and smart au-tomation
- Is your core business the same as when you opened your SSC? Adaptability, awareness and flexi-bility to market trends and business transformation
- Redefining your value-chain to include customer experience as a pivotal point in your strategy and a main differentiating factor

10.30 - 11.00 **MORNING COFFEE AND NETWORKING BREAK**

11.00 - 11.40 **PANEL - STAKEHOLDER MANAGEMENT**

Global Impacts of Actively Driven Stakeholder Management: Moving from Transactional, Back Office Assistants to Politically Involved and Business Oriented Organizations to Sustain the Model in CEE

- Thorough stakeholder mapping as a key tool to identify your allies and support your CI activities and change management programs
- This is not an open war: close collaboration with HQ to understand and determine the new “SSC value proposition” of the future
- SSCs as an integral part of corporate strategy: what does it mean for SSC leaders in terms of opportunities and threats, and how to adapt their stakeholder management strategy
- Increased responsibilities and process ownership at SSC level: contract management and active com-munication to take the lead on the provider / customer relationship management

11.40 - 12.20 **GLOBAL PROCESS GOVERNANCE**

Increasing the Efficiency and Overall Accountability of SSCs Through the Definition and Establishment of Global Process Governance at Center Level for More Independence and Long-Term Stability

- Changing scope and giving Global Process Governance a different purpose
- Assessing the components required by your organization for successful GPG development
- Dealing with different levels of governance bodies within one integration
- Challenges and lessons learnt along the way

12.20 - 12.30 **CLOSING REMARKS**

12.30 - 13.30 **LUNCH AND NETWORKING BREAK**

DETAILS OF THE WORKSHOPS TO BE ANNOUNCED SOON

<http://poland.ceessc.com>