

MCCA Women in Leadership Conference Workshop

Workshop Title

Chatbot Foundations

Workshop Description

Thinking about augmenting your customer experience with a chatbot? This 3-hour workshop is designed for leaders exploring how to scale their customer service support through automation. Gain an understanding of the role chatbots can play in improving speed, consistency, and 24/7 support—while still recognizing the critical role live agents play in handling complex and emotional customer needs. We'll dive into the different types of chatbots (from rule-based to AI-powered), smart design choices, and proven ways to boost adoption so your chatbot actually gets used. Walk away with the knowledge to help launch or improve a chatbot that adds value—for both your customers and your team.

What You'll Take Back to Your Workplace:

- Clear understanding of how chatbots can speed up service, improve consistency, and provide 24/7 support
 - Insight into the types of chatbots (rule-based vs AI-powered) and which fits your business needs
 - Practical design tips to make chatbots easy to use and more likely to be adopted by customers
 - Awareness of how to balance automation with live agents
 - Knowledge to help plan, launch, or enhance a chatbot that delivers real value to your team and customers
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Program Outcomes

By the end of this session, participants will:

- Understand the crucial role your team plays in providing the human touch in digital interactions

- Explore foundational knowledge about chatbots, including their advantages, limitations, and common use cases in customer support
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Facilitator Bios

Danielle Kovac and Margaret Tsuji are the co-founders and managing partners of Leap2Digital, a digital customer service consultancy that leads with empathy. We believe that any organization can deliver excellent customer service with the right help, regardless of team size or budgets. We bring experience from across sectors and an honest belief in strategic and executional excellence to every project. For us it's about partnership and guidance from the very beginning.

Meet Danielle Kovac

Danielle is an award-winning customer service executive with 20+ years in the customer service industry. As a customer experience strategist, Danielle creates a vision that inspires others to work collaboratively and ultimately deliver exceptional business results. She has a reputation for being a "hands-on" leader who continually challenges the status quo, evolving underperforming functions into high performing, customer-centric teams.

Danielle's superpower is inspiration. She likes to dream big, believes in possibilities, and won't settle for mediocrity. While working at one of Canada's largest telcos Danielle developed her expertise and industry knowledge in the digital customer service space, creating a digital customer care experience that garnered global recognition.

Her greatest inspiration are her children and sees being mom as her most important role. When she's not building business-changing strategies, you'll find her cheering on her daughters either in the forest at a bike race or in a hockey arena. As an outdoor enthusiast she enjoys hiking, snowshoeing and running.

Danielle's Mantra: *Great things never came from comfort zones.*

Meet Margaret Tsuji

Margaret is a thought partner, master collaborator, and dot connector. She's an award-winning customer service leader with experience in strategic planning, marketing, facilitation, and customer service at some of Canada's largest companies in the telecommunications, technology and retail sectors. She's known for building high performing teams and setting new standards for organizational excellence through world class customer service.

Margaret is also a leadership coach. She's an Associate Certified Coach with the International Coaching Federation and is also a Certified Professional Facilitator with the International

Association of Facilitators. Her superpower is asking curious questions and shining a spotlight on client challenges, enabling them to find clarity and take action.

Her most important job is mom to her two boys. Her proudest accomplishment so far (other than her kids) is demolishing and rebuilding a small kitchen in her first home in just two weeks. You'll find Margaret skiing in the winter and riding roller coasters in the summer.

Margaret's Mantra: *Integrity is doing the right thing even when no one is watching.*