

Covisian's Paola Cavallero confirmed as Keynote speaker at Call & Contact Center Expo in Las Vegas



Milan, Italy - Covisian, a global leader in technology solutions, is thrilled to announce that Paola Cavallero, Chief Commercial Officer, will be a keynote speaker at the upcoming Call & Contact Center Expo in Las Vegas, scheduled for April 24th and 25th, 2024.

Paola Cavallero's keynote, titled "Solving the Dilemma: Tech Driven Interactions for Efficiency in Human Governance", promises to offer invaluable insights into the intersection of technology and human-centric interactions. In today's rapidly evolving landscape of cutting-edge technology, businesses face the dilemma of prioritizing efficiency through tech-driven interactions while maintaining the essential human touch. Paola will delve into strategies to strike the perfect balance between these elements, ultimately aiming to enhance customer experience (CX).

With a distinguished career spanning several decades, Paola Cavallero brings a wealth of experience to the table. Her impressive tenure in leading roles at renowned companies such as Microsoft, Coca-Cola HBC, Gillette underscores her expertise in optimizing performance, driving market share, and navigating complex business landscapes. Paola's proven track record in sales, marketing and strategic management positions her as a formidable force in driving business growth and innovation.

"We are delighted to have Paola Cavallero represent Covisian at the Call & Contact Center Expo," said Gabriele Moretti, Founder and President of Covisian. "Her extensive experience and profound insights will undoubtedly inspire attendees

and shed light on the evolving dynamics of customer interactions in the digital age.”

Attendees of the Call & Contact Center Expo can look forward to an enlightening session as Paola Cavallero explores the fusion of technology and humanity to elevate customer experience and drive business success.

Covisian will be showcasing its innovative technology brand, Smile CX, at the Expo- a proprietary AI- powered technology posed to revolutionize the field of customer care and management.

About Covisian Group:

Covisian, a tech multinational made up of more than 23,000 employees, is focused on making people's lives easier through advanced customer experience services. The company, which manages more than 1 million interactions with end customers daily, serves more than 250 companies globally from its more than 46 headquarters located in 7 countries. The three pillars on which the Group is based are Tech (with unique and cutting-edge solutions in the market), People (making people's lives easier and building an easier world) and Smiles (in the search for satisfied customers, brands and collaborators).

For more information about Covisian, please visit: <https://covisian.com/>

For press inquiries or interview requests, please contact:

Virginia Mateos

Global Head of Marketing and Communication

vmateos@covisian.com