

Mobile CRM & CEM

Examine How To Optimise Your Customer Relationship Management And Customer Experience Management Systems To Enable Innovation, Reduce Churn And Maximise ARPU

3rd - 6th December, 2007 • Riviera Marriott Hotel La Porte de Monaco, Monaco

- Align CRM with your business strategy, organisational culture and objectives and achieve ROI on CRM systems
- Utilise CEM to enable an enhanced customer experience to quantify the lifetime value of mobile customers
- Examine ways in which mobile operator call centres can improve the customer experience, prevent churn, and turn calls into sales revenue
- Build winning retention strategies to attract and maintain profitable prepaid customers
- Optimise multi-channel CRM performance to increase the customer experience

PRE-CONFERENCE WORKSHOP

Monday 3rd December 2007,
Riviera Marriott Hotel La Porte de Monaco, Monaco

Designing An Effective CEM Strategy

Led by: **Squid Solutions**

Key contributions from:

- Steve Bailey, Chief Customer Operations Officer, **CELL C**
- Martin Boeker, Teamleader Customer Base Marketing, **ONE**
- Catherine Cairns, Churn Czar, **CELL C**
- Sabine Emad, Director e-Channels & Direct Marketing, **ORANGE**
- Apostolos Giovanis, Customer Segmentation, Profiling & Campaigning Manager, **WIND HELLAS TELECOMMUNICATIONS**
- Sven Klindworth, Global CRM Propositions & Marketing, **BT**
- Nina Martsin, Head of Customer Relations Department, **KYIVSTAR GSM**
- Alan Price Mbida, GM - Commercial & Customer Service, **MTN CÔTE D'IVOIRE**
- Nicola Millard, Customer Experience Futurologist, **BT**
- Ludek Mráz, Marketing Director Youth, Independent & SoHo Segment, **TELEFÓNICA O2 CZECH REPUBLIC**
- Kelly Odell, Senior Vice President, Marketing, **TELIASONERA**
- Laurent Rigaut, Group CRM Director B2B & Operational CRM, **ORANGE**
- Martin Steiner, CRM Manager, **sunrise - TDC Switzerland**
- Thomas Wandahl, Customer & Loyalty Director, **3 SWEDEN**

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Mobile CRM & CEM Examine How To Optimise Your Customer

3rd - 6th December, 2007 • Riviera Marriott Hotel La Porte de Monaco, Monaco

DAY ONE – TUESDAY 4TH DECEMBER 2007

09.00 Registration and Coffee

09.30 **Opening Remarks From The Chair**

09.40 **Designing A 21st Century Customer Experience Strategy**

OPERATOR

- Should companies expect an increasingly informed, impatient and disloyal customer to stay with them without some mutuality in the relationship?
- Examining how the 'Demand Delta' balance between customer service and efficiency tend to move companies away from customers and towards cost cutting
- Outlining how companies learn about customers and provide a more proactive and effective customer experience across multiple contact channels, in a data-rich but information-poor environment
- Identifying the opportunities and challenges for organisations in an increasingly socially networked world

Nicola J. Millard

Customer Experience Futurologist

BT

10.20 **Leveraging The Full Potential Of An Existing CRM System To Meet Long-Term Business Strategies**

- Determining the challenges of upgrading CRM systems to meet current business needs and anticipate future organisational requirements
 - in-house developments vs. tailored vs. "off the shelf" solutions
- Identifying system enhancements that actually add value to CRM processes in the mobile industry
- Examining the implications of outsourcing and off-shoring on your CRM system

Luca de Carli

Managing Director

Ecosave

11.00 Morning Refreshments

11.30 **Utilising CRM Data To Ensure Customer Loyalty And Reduce Churn**

OPERATOR

- Examining the impact of running a CRM system with incomplete customer data on:
 - marketing campaigns
 - customer service management
- Achieving ROI on CRM system investments by implementing an effective data quality framework
- Using CRM data to create a single customer view - capturing and using external data more intelligently
- Exploiting real-time data to accurately profile and segment mobile customers, predict buyer behaviour and generate new revenue streams

Apostolos Giovanis

Customer Segmentation, Profiling & Campaigning Manager

Wind Hellas Telecommunications

12.10 **Integrating CRM Into Company-Wide Business Objectives To Maximise Future Growth And Performance**

OPERATOR

- Aligning CRM with your business strategy, organisational culture and objectives
- Ensuring buy-in and motivation from the board and employees
- Anticipating the impact of CRM as a core element of the organisation

- Examining restructuring and reorganising challenges for establishing customer centric processes across all departments
- Implementing a lean CRM strategy - doing more with less to exploit untapped niche and emerging mobile markets

Alan Price Mbida

GM - Commercial & Customer Service

MTN Côte d'Ivoire

12.50 Lunch

14.00 **Improving The Customer Experience Through The Continuous Evolution Of Telecom Loyalty Programs**

OPERATOR

- Striving for customer involvement through enriched loyalty programs
- Examining the conclusions of customer segmentation - differentiated loyalty programs
- Identifying the customer experience at the POS in the moment of truth
- Generating relevant customer benefits - the reduction of complexity

Martin Boeker

Teamleader Customer Base Marketing

ONE

14.40 **Earning The Lifetime Loyalty Of Your Customers**

OPERATOR

- Examining ways in which frontline employees can be used to become more customer focused
- Adopting a chess philosophy to become customer focused
- Outlining how the Myers-Briggs personality framework can increase loyalty
- Using invoices as a critical communication vehicle in building loyalty

Thomas Wandahl

Customer & Loyalty Director

3 Sweden

15.20 Afternoon Refreshments

15.50 **Motivating Call Centre Employees To Increase Efficiency And Drive Growth**

OPERATOR

- Examining best practice solutions for deploying CEM in a mobile operator call centre
- Coordinating training efforts to enable employees to better understand and maximise the customer experience
- Implementing incentives to increase response rates
- Outlining the strategies that exist to enable call centre employees to turn customer calls into sales revenue

Nina Martsin

Head of Customer Relations Department

Kyivstar GSM

16.30 **Panel Discussion: Examining CRM Strategies For Converged Telecom Products And Services**

Luca de Carli, *Managing Director*, **Ecosave**

Nina Martsin, *Head of Customer Relations Department*, **Kyivstar GSM**

Alan Price Mbida, *GM - Commercial & Customer Service*, **MTN Côte d'Ivoire**

Nicola J. Millard, *Customer Experience Futurologist*, **BT**

Thomas Wandahl, *Customer & Loyalty Director*, **3 Sweden**

17.10 **Closing Remarks From The Chair**

17.20 **End of Conference Day One and Networking Drinks Reception**



DAY TWO – WEDNESDAY 5TH DECEMBER 2007

09.00 Registration and Coffee

09.30 **Opening Remarks From The Chair**

09.40 **Examining FT/Orange's CRM Strategy For Increasing ARPU Throughout The Customer Lifecycle**

OPERATOR

Laurent Rigaut
Group CRM Director B2B & Operational CRM
Orange

10.20 **Customer 2.0: Examining How Empowered Customers Are Driving Mobile Telecoms**

- Outlining how empowered customers are changing mobile telecoms
- Moving from CRM to CEM to customer co-creation
- Involving customers in product and service innovation
- Leveraging customer social networks to drive sales and marketing initiatives
- Letting customers manage relationships with self-service processes
- Measuring the value of customer co-creation
- Getting started with customer co-creation strategies

Graham Hill
Associate, CACI Sophron and Customer Value Management Guru
CustomerThink

11.00 Morning Refreshments

11.30 **Understanding The Complex Dynamics Within Prepaid Churn**

OPERATOR

- Recognising that focusing on the headline prepaid churn figure can lead to wrong decision making
- Investigating the dynamics of shifts in churn activity beneath this headline churn number, for example:
 - acquisition versus organic
 - short tenure versus long tenure
 - primary SIM usage versus secondary SIM usage
- Evaluating the impact that improving different types of churn has on customer numbers and on the bottom line
- Exploring the drivers of these different types of churn and the cross functional responsibilities for tackling these drivers
- Implementing the necessary actions to reduce the different types of churn
- Overcoming the cultural barriers in the organisation which hinder successful implementation of these churn reduction methods

Catherine Cairns
Churn Czar
Cell C

12.10 **Managing The Customer Experience Optimally To Drive Down Organic Prepaid Churn**

OPERATOR

- Examining how to instill a "customer centric" culture in the company
- Implementing this through significant shifts in senior executive time and focus, as well as enforced cross functional cooperation
- Deciding on the appropriate service strategy to match a desired market positioning and fixing the basics accordingly
- Determining priority service touchpoints for further effort according first to "customer impact" (influence on the overall customer experience), and second on "need to fix"
- Balancing the desire to drive acquisitions with the need to restrict churn - a balancing act only possible through true cross functional cooperation

- Driving stickiness in the product offering, both overall and for specific segments
- Motivating channels appropriately, including as necessary radical fixes to existing channel commission structures

Steve Bailey
Chief Customer Operations Officer
Cell C

12.50 Lunch

14.00 **Implementing Churn Prevention Strategies For Prepaid Customers**

OPERATOR

- Defining, predicting and monitoring prepaid churn
- Using churn prediction analysis to create targeted marketing campaigns and optimise loyalty programmes
- Building winning retention strategies to attract and maintain profitable prepaid customers
- Using loyalty programmes and retention campaigns to minimise churn in prepaid customer segments

Martin Steiner
CRM Manager
sunrise - TDC Switzerland

14.40 **Using CRM To Improve Advertising Strategies And Optimise Marketing Campaigns**

OPERATOR

- Understanding the relationship between CRM and marketing in retaining customer loyalty in the mobile industry
- Using targeted customer segment knowledge in campaign management
- Turning leads generated by marketing into valuable customers
- Making loyalty schemes a key component in overall retention campaigns

Kelly Odell
Senior Vice President, Marketing
Teliasonera

15.20 Afternoon Refreshments

15.50 **Examining The Potential Of Increasing Growth By Transferring Customers From Prepaid To Postpaid Contracts**

OPERATOR

- Identifying and targeting the mobile customer segment most likely to become a postpaid customer
- Understanding which customer segments are most likely to migrate to a postpaid contract
- Developing effective marketing strategies to convert prepaid customers to postpaid
- Measuring the success of your prepaid to postpaid campaigns

Ludek Mraz
Marketing Director, Youth, Independent and SoHo Segment
Telefónica O2 Czech Republic

16.30 **Integrating Billing And CRM For The Pre And Postpaid Customer Base To Increase ARPU**

- Planning, implementing and deploying a converged pre and postpaid billing and CRM platform
- Understanding the system requirements for converging pre and postpaid customers
- Building accurate pre and postpaid customer profiles
- Examining processes and incentives in collecting data on prepaid customers
- Using CRM data to predict usage patterns and create targeted service offerings
- Implementing innovative payment and billing solutions

Speaker to be confirmed - see website for updates

17.10 **Closing Remarks From The Chair**

17.20 End of Conference Day Two

Systems To Enable Innovation, Reduce Churn And Maximise ARPU

DAY THREE – THURSDAY 6TH DECEMBER 2007

09.00 Registration and Coffee

09.30 **Opening Remarks From The Chair**

09.40 **Utilising Multi-Channel CRM For Revenue Generation At Every Customer Contact Touch Point**

OPERATOR

- Making the business case for multi-channel CRM implementation for mobile operators
- Ensuring real-time customer data is available across multiple channels to provide a consistent customer experience
- Delivering the right information to the relevant customer segment
- Increasing customer service efficiency through multi-channel contact centers
- Optimising multi-channel CRM performance to increase the customer experience

Sven Klindworth

Global CRM Propositions & Marketing

BT

10.20 **Creating Effective Retention Campaigns To Minimise Churn**

OPERATOR

- Utilising CRM data analysis to determine the mobile customers who pose the highest churn risk
- Examining strategies that have been successful in limiting churn
- Managing the service experience from the beginning of the customer lifecycle to discourage churn
- Examining how improving customer experience can lower churn
- Creating proactive retention strategies to manage high-risk customers

Sabine Emad

Director e-Channels and Direct Marketing

Orange

11.00 Morning Refreshments

11.30 **Creating An Identity And Stimulating The Customer Experience With Branding To Target Untapped Niche Segments**

- Examining the role of MVNOs in reshaping the telecom landscape and their impact on mobile operator business models and CRM strategies
- Profiting with new generation MVNO's and sub-brands in a highly competitive market

Gregoire Pauty

Managing Director and Co-Founder, Senior Consultant

Squid Solutions

"It was very valuable to exchange ideas and experiences with colleagues from other companies who face the same challenges"

Martin Boeker, **ONE**

12.10 **Using CEM To Increase Revenues From Mobile Business Customers**

- Examining the criteria and processes for segmenting business customers effectively
- Identifying the needs of mobile business users
- Using business customer profiles in the development of marketing, pricing and retention strategies
- Enhancing the business customer experience throughout the customer lifecycle
- Understanding why retention strategies do not always deliver expected financial and business results: is this a question of process?

Speaker to be confirmed - see website for updates

12.50 Lunch

14.00 **Case Study: Examining The Challenges And Opportunities Of Offering A Customer-Centric Service**

- Building a customer-centric environment - meeting customer requirements across multiple channels
- Examining approaches to customer lifecycle management
- Establishing dedicated customer service teams to add value throughout the mobile customer lifecycle
- Engaging customers on a 'one-to-one' basis via appropriate campaign management systems
- Consolidating and optimising operator driven communications

Mikko Hietanen

CEO

Agillic

14.40 **Panel Debate: Examining The Evolution And Development Of CRM And CEM Tools And Their Effectiveness In Meeting Future Telecom Needs**

Panellists will be made up from the event's key speakers. After some initial comments from the panel, discussion will be opened to the audience to share their experiences and opinions

15.20 **Closing Remarks From The Chair**

15.30 End of Conference

"Strong schedule, right place, right people, fruitful atmosphere"

Nina Martsin, **Kyivstar GSM**

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Do not miss the market leading **Mobile CRM & CEM** event of the year. Building on the success of previous events, the comprehensive programme will bring together mobile operators to discuss the most pressing industry issues. Make the most of the numerous networking and information-sharing opportunities with peers. For details of sponsorship opportunities please contact: Stephan Groves on **+44 (0) 20 7017 7098** or email **sgroves@iir-conferences.com**

Due to unforeseen circumstances the conference programme may change and IIR reserves the right to alter the venue and/or speakers.

To Register Please Call: **+44 (0)20 7017 7483** Fax: **+44 (0)20 7017 7825**

Pre Conference Workshop

MONDAY 3RD DECEMBER 2007

Designing An Effective CEM Strategy

Led by: **Squid Solutions**

The workshop will run from 09.30-16.00 with appropriate breaks for lunch and refreshments (Coffee & Registration is at 09.00)

Aim

The objective of this workshop is to enable participants to examine how value can be added to the customer experience throughout their lifecycle to maintain loyalty and reduce churn. Global case studies and interactive discussions will be used to determine a suitable and realistic framework for Customer Experience Management (CEM).

Key issues to be addressed include:

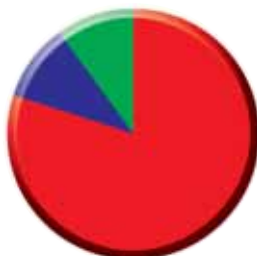
1. Examining the key differences between CRM and CEM
2. Defining CEM, and the basic drivers of customer experience
3. Implementing a successful customer experience strategy: tools and processes
4. Customer experience data gathering and management guidelines
5. Quantifying the lifetime value of mobile customers
6. Dealing with customer segmentation - customer value management in practice
7. Moving towards customer niches and needs identification
8. Identifying key customer lifecycle management phases, and where value can be added
9. Impact on a lifecycle's moments of truth
10. Using the customer experience to differentiate product and service offerings
11. Changing the organisation culture to deliver the customer experience

Who will attend?

Based on past events, we expect delegates from the following areas:

Industry Types:

■ Mobile Operators	80%
■ CRM Solution Providers	10%
■ Consultants	10%



Geographic Split:

■ Eastern Europe	30%
■ Western Europe	20%
■ Southern Europe	15%
■ Middle East	15%
■ ROW	5%
■ UK	15%



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Venue & Accommodation Details

Riviera Marriott Hotel La Porte de Monaco, Monaco
Port de Cap d'Ail, Cap d'Ail, 06320 France Tel: 00 33 492 106767 Fax 00 33 492 106700

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Step 1 Decide what you want to attend For more than one delegate please photocopy this form.

✓ Title	Date	Code
<input type="checkbox"/> Monday 3rd December 2007	Workshop	CG2432W
<input type="checkbox"/> Tuesday 4th December 2007	Conference Day 1	CG2432C
<input type="checkbox"/> Wednesday 5th December 2007	Conference Day 2	CG2432M
<input type="checkbox"/> Thursday 6th December 2007	Conference Day 3	CG2432N

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Step 2 Work out the price

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	Tick if registering BEFORE 21/09/07 (Tick box)	Tick if registering BETWEEN 21/09/07 & 26/10/07 (Tick box)	Tick if registering AFTER 26/10/07 (Tick box)
All 4 DAYS	<input type="checkbox"/> £2385.00 (+VAT 19.60%) = £2852.46	<input type="checkbox"/> £2685.00 (+VAT 19.60%) = £3211.26	<input type="checkbox"/> £2785.00 (+VAT 19.60%) = £3330.86
3 DAYS	<input type="checkbox"/> £1790.00 (+VAT 19.60%) = £2140.84	<input type="checkbox"/> £1990.00 (+VAT 19.60%) = £2380.04	<input type="checkbox"/> £2090.00 (+VAT 19.60%) = £2499.64
2 DAYS	<input type="checkbox"/> £1195.00 (+VAT 19.60%) = £1429.22	<input type="checkbox"/> £1295.00 (+VAT 19.60%) = £1548.82	<input type="checkbox"/> £1395.00 (+VAT 19.60%) = £1668.42
1 DAY	<input type="checkbox"/> £795.00 (+VAT 19.60%) = £950.82	<input type="checkbox"/> £895.00 (+VAT 19.60%) = £1070.42	<input type="checkbox"/> £895.00 (+VAT 19.60%) = £1070.42

(The conference fee includes 3 course lunch, refreshments and full conference documentation. The fee does not include travel or hotel accommodation. Please photocopy this form for multiple bookings.)

Personal details	Mr/Mrs/Ms	First Name	Last Name	Job Title	Department
1st delegate					
2nd delegate					

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