

A uniquely tailored event...

Optimising CRM & Retention Strategies

For Telecoms Operators

Colt
PTC (Polska Telefonia
Cyfrowa)
Connect Austria
Gemplus
Tele2 Norway
France Telecom
ClarityBlue
Turkcell
Mercer Management
Consulting
Bell Distribution (Bell
Canada)
Vodafone Omnitel
Mobilkom Austria
Customer Champions
Simon-Kucher &
Partners
CYTA
Business Logic
Customer Value
Analytics
Ben Nederland
PTK Centertel
E.piphany
Cellcom
Route 30

Monday 17th March - Wednesday 19th March 2003
Marriott Hotel, Lisbon, Portugal

**With 13 telecoms operator case studies
from 11 different countries . . .**

- Implement CRM in order to maximise customer retention and churn reduction
- Devise effective retention strategies to hold on to your high value customers
- Optimise CRM to forecast the lifetime value of your customer base
- Develop data warehousing and business intelligence tools to support CRM and retention strategies

Plus . . . 2 Interactive Workshops:

Thursday 20th March 2003

- **Implementing a CRM System**
- **Predictive CRM Business Strategy Implementation**

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Optimising CRM & Retention Strategies For Telecoms

Monday 17th March 2003: Day One

9.00 Registration and coffee

9.25 Welcome address:
Victoria Hughes, Senior Conference Producer, IIR Telecoms & Technology

9.30 Opening address from the chair
Simon Burckhardt, Director, Route 30

9.40 Defining CRM For Telecoms Operators And Understanding Its Role In Restructuring The Enterprise To Become Customer Centric

- Determining what CRM actually means to operators in terms of:
 - CRM systems
 - customer centric strategies
- Examining how CRM is being exploited as part of an operator's overall retention strategy - assessing the impact of CRM on:
 - loyalty programmes
 - customer services
 - complaint management
 - acquisition & retention
 - ARPU
- Identifying the processes required to fully implement CRM and restructure the company to become customer centric:
 - integration of back and front office systems
 - integration of sales and marketing strategies
 - implementing a company wide view of the customer
- What lessons can be learnt from successful CRM deployment across other industry sectors?

Adam Szyrlowski, CRM Programme Co-ordinator, CRM Department, PTC (Polska Telefonia Cyfrowa)

10.20 Examining The Business Case For Operators To Invest In CRM As Part Of Their Overall Retention Strategy

- Determining the benefits of CRM implementation as part of a retention strategy:
 - revenue generation through acquisition and retention
 - cost reduction
 - increased productivity
 - enhanced customer satisfaction
- Building a meaningful business case:
 - rethinking the cost benefit equation of CRM as part of your overall business strategy
- Identifying the pitfalls and problems facing operators when implementing CRM:
 - initial management buy in
 - compatibility with legacy systems
 - security
 - functionality
 - implementation costs
 - restructuring of enterprise
- Identifying how successful CRM strategies can reduce cost to the business and impact customer retention

Celestino Garcia, Director of Customer Service, Central Region, COLT

11.00 Morning coffee

11.20 Operator Case Study: Implementing CRM In Order To Maximise Customer Retention And Churn Reduction

- Examining the business case behind the deployment of the CRM system
- What was the timeframe for deployment from concept to implementation?
- What was the biggest challenge? Initial cost? Integration issues? Re-engineering of the business processes?
- Overcoming the challenge of implementation:
 - integration with legacy systems
 - challenge of handling real time data
 - staff retraining
 - integrating the CRM channels
- What customer data is required for CRM and how was this data obtained?
- To what degree did CRM impact customer services, customer satisfaction and
 - complaint management?
 - effectively filtering this data/feedback back into the CRM system
- Examining lessons learnt and measuring ROI

Speaker to be confirmed

12.00 Connect Austria Case Study: Devising Effective Retention Strategies

- Determining the criteria for selecting customers for a pro-active retention strategy
- Examining the retention strategies currently in place:
 - loyalty programmes
 - direct mail campaigns
 - telemarketing campaigns
 - web based retention strategies i.e. web self-care for enhanced CRM
- Assessing the success of each and determining how these have impacted retention and ARPU
- Which markets were targeted and how were high value customers and non-profitable customers identified?
- Cost justifying the cost of deployment, time to market and ROI
- Developing effective personalised retention strategies that optimise the CRM system
- What strategies were in place to 'churn' rather than retain non-profitable customers?

Ursula Roittner, Churn Manager, Business Unit Private Market, Connect Austria

12.40 Lunch

2.00 Exploiting Predictive CRM As Part Of A Retention Strategy

- Defining predictive CRM and determining the key elements of the process
 - evaluating the benefits of predictive CRM for customer retention
- Improving customer data analysis through data mining and CRM to enable predictive modelling
- Determining to what extent data mining techniques and CRM data improve the efficiency and effectiveness of retention measures
- Optimising predictive CRM to develop retention campaigns for different market sectors:
 - examining KPIs to quantify and measure the efficiency of the predictive CRM retention process

Marie Beguere, VP T&C, Gemplus

2.40 Tele2 Norway Case Study: Examining The Success Of Tele2 Norway's Customer Retention Strategy

- Examining the success factors behind profitable customer retention
- Measuring the effect of customer communication based upon valid customer information
- Evaluating the use and impact of different forms of customer communication
- Quantifying the actual and potential results of a customer retention strategy

**Christian Steen, Marketing Manager, Tele2 Norway
Matts Johansen, Customer Retention Manager, Tele2 Norway**

3.20 Afternoon tea

3.40 Examining The Effectiveness Of Data Mining Techniques For Gathering Customer Information For Effective CRM And Retention

- Identifying the key data required for effective data mining for CRM and retention strategies:
 - how is the data collected?
 - how is the data transformed into meaningful customer information?
- Evaluating advanced data mining techniques and determining the most appropriate approach for CRM and retention
- Using data mining to obtain specific customer information in order to effectively market products and services to them
- Overcoming the challenge of mining data from multiple sources to develop a detailed customer profile:
 - developing effective criteria for prioritising data
 - managing large volumes of data
- Applying data mining techniques to establish which are the key indicators of churn for a particular segment

Michel Jambu, Statistics & Information Systems Expert, France Telecom

4.20 Determining To What Extent eCRM Will Impact Your Retention Strategy

- Examining the drivers for deploying eCRM:
 - cost reduction
 - churn reduction

- increase in opportunities for cross and up sell through the use of web personalised engines and real-time technologies
- Assessing how online activities have evolved since the introduction of eCRM
- Identifying the type of customers using the system and examining what they are using it for
- Determining the effect of eCRM on retention

Frank Barker, General Manager EMEA, E.piphany

5.00 Chair's closing remarks

5.10 End of day two

Tuesday 18th March 2003: Day Two

9.30 Opening remarks from the chair

9.40 Developing Data Warehousing And Business Intelligence Tools To Support CRM And Retention Strategies

- Examining the drivers for installing a data warehouse
- Identifying strategies for implementing and managing a data warehouse to ensure maximum efficiency
- Optimising data selection criteria to ensure the most relevant and useful customer information is obtained
- Using business intelligence tools to achieve a more in depth understanding of customers and to support CRM and retention strategies

Duncan Painter, President, ClarityBlue

10.20 Exploiting A CRM Roadmap To Understand And Influence Your Customers And Impact Your Profitability

- Examining Business Intelligence and core CRM support systems
 - what are the sources of CRM Data?
 - transforming raw data into Business Information
- Identifying guidelines for effective data warehousing
 - do's and don'ts of building a data warehouse
 - integration into other platforms
 - determining what tools are available and their uses
- Examining the impact of Prepaid, SMS and security issues
- Identifying manual techniques for customer profiling
 - loyalty campaigns
- Examining predictive techniques for customer profiling
- Examining the role of Electronic Bill Presentation as part of your CRM
 - strategy for Post and Prepaid mobile services

Robert Wolsey, Chief Executive Officer, Business Logic Systems

11.00 Morning coffee

11.20 Determining The Importance Of Defining And Measuring Loyalty In A Heterogeneous Customer Portfolio Environment

- Defining loyalty and examining the results of Turkcell's Customer Loyalty Index
- Determining to what extent loyalty projects impact CRM Customer Centricity Projects

**Senior Representative
Turkcell**

12.00 Devising Separate Retention Strategies Tailored To Appeal To Your Business And Consumer Markets

- Examining how advanced segmentation and CRM can be used to identify and profile your high value corporate customers and consumers
- Developing effective retention strategies that are tailored to meet the individual needs of both the corporate and consumer markets
- Which methodology is best suited to corporate and which to consumer markets?
- Designing separate loyalty programmes for the corporate and consumer markets:
 - B2B loyalty programmes based on negotiation/tailoring
 - B2C loyalty programmes based on specific offers

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- assessing how B2C loyalty programmes rely on emotional loyalty and B2B loyalty programmes draw on cost efficiency
- Exploiting CRM to deliver up-selling and cross-selling opportunities for both corporate and consumer markets

Andrea Bonato, Principal, Communications, Information and Entertainment (CIE.) Group, Mercer Management Consulting

12.40 Lunch

2.00 Building Churn Prediction Models And Converting CRM Data Into Profitable Churn Reduction Strategies

OPERATOR

- Ensuring the quality and accuracy of customer data to improve the performance of churn prediction models
- Exploiting historical churn data to optimise churn predictions
- Translating churn prediction models into actionable customer retention strategies
- Examining the impact of external influences on churn prediction models:
 - market changes
 - competitor activity
 - socio-economic factors
 - regulatory influences
- Measuring the effectiveness and calculating the ROI of churn reduction strategies

Mark Weisleder, Director Of Channel Development, Bell Distribution (Bell Canada)

2.40 Examining The Role Of E-Customer Self Care As Part Of Your CRM And Retention Strategy

OPERATOR

- Determining the business drivers for implementing e-customer self care in terms of impact on:
 - sales
 - call centre and mailing spend
 - ARPU
 - overall profitability
- Implementing strategies to encourage customers to use e-customer self-care:
 - what success has been achieved with offering incentives to customers to get online and once there, to give out personal information?
- Identifying key success factors for an e-customer self care model:
 - easy to use web interface
 - data gathering functionality
 - security
 - real time information
- Examining the pros and cons for operators of customers being able to perform different activities via e-self care:
 - change address
 - change tariff plan
 - activate/deactivate products and services
 - check status of loyalty points
 - check and pay bill
- Measuring the effectiveness of e-customer self care in terms of increasing loyalty and reducing churn rates:
 - what success has been achieved in getting customers online and how has this affected ARPU?

Gino Mattiuzzo, E-Commerce Manager, Vodafone Omnitel

3.20 Afternoon tea

3.40 Late Addition Operator Case Study: Ben Nederland - Implementing Loyalty Programmes As Part Of Your CRM And Retention Strategy Yun-Haug Hu, Customer Loyalty Manager, Customer Management, Ben Nederland

4.20 Chair's closing remarks

4.30 End of day two

Wednesday 19th March 2003: Day Three

9.30 Opening remarks from the chair
Mark Weisleder, Director Of Channel Development, Bell Distribution (Bell Canada)

9.40 Optimising CRM To Forecast The Lifetime Value Of Your Customer Base

- Effectively utilising CRM and eCRM systems to gather, store and analyse data to identify your most profitable customers and those with a propensity to churn
- Using Business Intelligence and data mining to analyse customer data and identify changes in customer behaviour that could indicate potential churn and a customer's lifetime value
 - how and on what evidence is the lifetime value of customer calculated?
 - how can operators be certain of achieving these future earnings and what value is subscribed to potential earnings?
- Analysing CRM data to speedily implement marketing campaigns in response to developing trends and as part of your ongoing churn management campaign

Mark Spracklen, Founder, Customer Value Analytics

10.20 Utilising The Power Of Detailed Customer Information To Formulate Effective Churn Reduction Strategies

OPERATOR

- Understanding the strategic importance of churn reduction in the present market
- Gathering detailed information about your customer base to effectively design campaigns and propositions that reduce churn and increase ARPU through:
 - data mining
 - profiling and segmentation
 - CRM and eCRM
- Ensuring flexibility and speed in providing the business managers with this information in order to execute churn-reduction activities
- Combining churn management with CRM data to produce effective churn reduction strategies

Gerhard Wanek, Customer Retention Manager, Mobilkom Austria

11.00 Morning coffee

11.20 Assessing The Different Methods Of Segmenting Your Customer Base To Build Loyalty And Improve Retention

OPERATOR

- Examining the importance of accurate segmentation to identify the valuable customers in your customer base
- Examining the effectiveness and limitations of traditional customer segmentation methods:
 - demographics
 - psychographics
 - geodemographics
 - behavioural methods
- Understanding the importance of transactional information and effectively using it to gather information about high value customers
- Storing and using CDRs to aid customer segmentation and to form the basis of customer relationships:
 - call length
 - roaming activity
 - changes in activity level
 - monthly spend
 - payment history
- Evaluating the commercial drivers for achieving microsegmentation
- Examining multidimensional segmentation models and determining the challenges of dividing customers into microsegments
- Deciding which segments to focus on and enhancing the customer database by continuously gathering specific information about those segments

Michal Simler, Relationship Manager, Cellcom

12.00 Developing And Marketing Innovative Pricing Structures To Improve Customer Retention And Reduce Churn

- Examining the various methods behind the pricing of new products and services:
 - basing it on similar services

- employing software tools
- market research
- Combining other pricing objectives with customer retention:
 - market penetration
 - revenue maximisation
- Clearly communicating pricing structures to customers to increase satisfaction and promote loyalty
- Examining pricing strategies for GPRS and determining how bundling them can help to increase uptake and improve customer retention

Andre Weber, Senior Consultant, Simon-Kucher & Partners

12.40 Lunch

2.00 Determining The Impact Of Personalised Customer Contact On Customer Retention And Assessing How Optimise CRM

- Quantifying the results of highly personalised customer contact and measuring their impact on customer retention
- Identifying the role of CRM systems, and their relationship with sales, marketing, customer service, senior management, and the customer
- Examining the use of individually targeted account planning tools to increase loyalty and retention
- Comparing the effectiveness of all forms of customer contact and communication:
 - joint planning meetings
 - Customer Advisory Council
 - customer satisfaction programmes
 - marketing communications
- Determining which customer segments respond best to different types of communication
- Personalising all aspects of a sales & marketing strategy and determining the impact upon customer retention

Colin Bates, Managing Director, Customer Champions (ex Marketing Director AT&T-Unisource) Francis Christie, Customer Champions (ex Sales Director AT&T)

2.40 Supporting Retention And Loyalty Strategies With Analytical Systems And Data Warehouse Platforms

OPERATOR

- Determining why and how CYTA started their project for segmenting the PSTN market in Cyprus and introduced different pricing packages:
 - increased market competition
- Assessing to what extent this has increased loyalty and customer retention
- Building a data warehouse
 - effective integration of customer information
 - measuring of customer churn and loyalty
 - measuring the success of retention and loyalty programmes
 - examining the impact of churn and loyalty campaigns

Stephanos Stephanou, Network Services, Fixed Telecommunications Services, CYTA

3.20 Afternoon tea

3.40 PTK Centertel Case Study: Implementing Effective Churn Reduction Strategies

OPERATOR

- Examining PTK Centertel's previous churn rates and why a pro-active strategy was taken
- What churn reduction strategies were devised and implemented to actively tackle churn in the post-paid markets?
- What challenges were faced and overcome?
- Quantifying the success of the churn reduction strategy - churn decreased from 40% to industry average

Bartosz Dobrzyński, Mass Market Director, PTK Centertel

4.20 Chair's closing remarks

4.30 End of day three

POST-CONFERENCE WORKSHOPS

Thursday 20th March 2002

Implementing A CRM System

Operator Led Workshop

Canadian mobile operator Bell World has consistently averaged about 1.5% churn, well below the average in North America. Mark Weisleder, Director of Business Development for Bell World will run this interactive workshop explaining how this was done, and how you can adapt their strategies to achieve similar success in your own organisation.

9.00 Registration

The workshop will run from 9.30am to 5.00pm. Lunch will be served at approximately 12.40pm. Appropriate breaks will be made for refreshments in the morning and afternoon.

9.30 Welcome & Introduction

Session 1: Educating And Empowering Your Employees

Churn 101 is a course Bell Mobility use for educating employees to be specialists in churn reduction. This session will take elements from this course, including:

- Introducing e-learning initiatives which significantly reduce training time
- Re-rating methods to ensure customers are on the most economical plan
- Empowering individual employees to make instant decisions
- Forming committees composed of customer service and marketing to ensure a company-wide approach to reducing churn
- Developing strategies for increasing employee loyalty and satisfaction

10.45 Morning Coffee

11.15 **Session 2: Using Your Brand And 3rd Party Brands To Increase Loyalty**

- Protecting your brand
- Increasing value to your brand - allowing you to charge more than your competition
- Using your brand to demonstrate quality superiority
- Always considering brand effects in marketing decisions
- Using 3rd party brands to penetrate niche markets

12.30 Lunch

Session 3: Using Technology To Provide The necessary Tools To Achieve Objectives And To Do Proper Measurement And Analysis

This section will examine the tools and systems selected and implemented by Bell and examining the impact these have had upon retention strategies and loyalty programmes

Afternoon tea

3.15 **Session 4: Obtaining Management Buy-In**

- Cost justification analysis
- Challenges and objections
- Creating the corporate culture to make it all happen

4.30 **Session 5: Q&A**

The last session of the day will concentrate on issues that have come up during the conference that relate to churn, and give you the opportunity to put your views and questions to the workshop leader.

About Your Workshop Leader

Mark Weisleder is the Director of Channel Development at Bell Distribution Inc., Canada's largest distributor of wireless and wireline products and services under the Bell Canada family of companies. Mark's responsibilities at Bell are to seek out, negotiate and manage potential new business opportunities, as well as to provide support for existing distribution relationships with key channel partners, including major retailers, the independent dealer and franchisee channels and major equipment suppliers. This includes responsibility for customer satisfaction at the retail level as well as training and coaching.

Predictive CRM Business Strategy Implementation

combining generic and proactive targeted direct marketing campaigns - a predictive-CRM business strategy implementation

9.00 Registration

The workshop will run from 9.30am to 5.00pm. Lunch will be served at approximately 12.40pm. Appropriate breaks will be made for refreshments in the morning and afternoon.

Session One

- CRM challenges and issues

Session Two

- Choosing between less efficient business rules and more accurate campaigns to influence and foresee customers behaviour

Session Three

- Predictive CRM (P-CRM) business strategy planning and key success factors

Session Four

- Moving forward with integrated CRM to optimise interactive and transactional processes

Gregoire Pauty, *P-CRM Pre-sales Manager, Gemplus*

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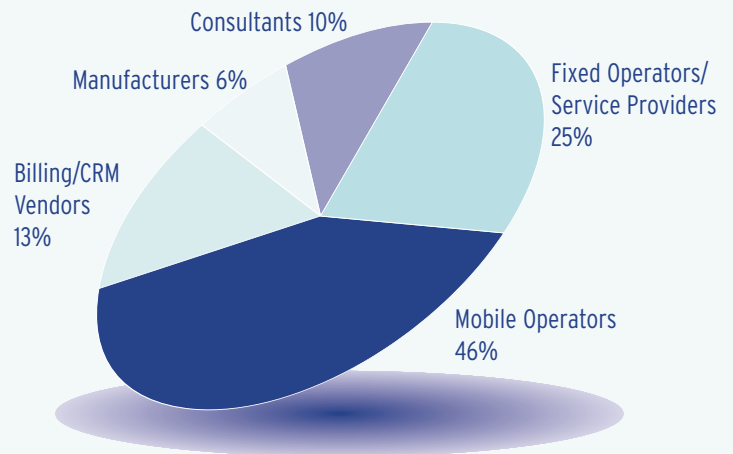
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4 Convincing reasons

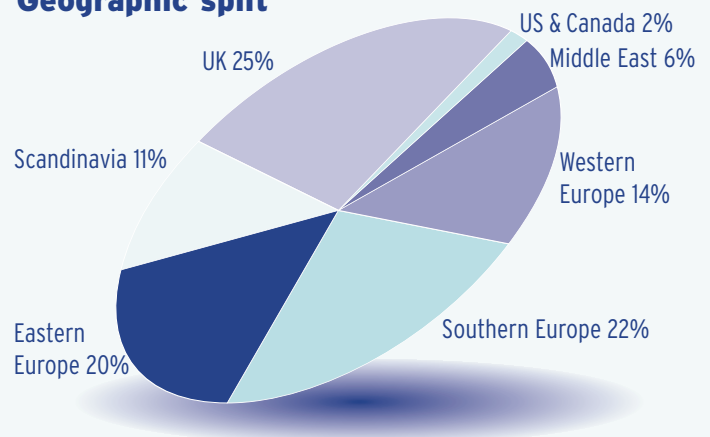
why you *cannot* afford to miss IIR's CRM & Retention Strategies for Telecoms Operators

1. Find out what CRM really means for telecoms operators and the step by step approach you will need to undertake in order to select and implement the right systems and to restructure your company to become customer centric
2. Learn from the first-hand experiences of 13 telecoms operators from 11 different countries on how they optimised CRM and implemented successful retention strategies
3. Gain an invaluable understanding of the retention strategies adopted by Connect Austria and Tele2 Norway
4. Put theory into practice, by attending one of the 2 interactive workshops we have designed to complement the main event and to provide a practical angle to the theory and case studies you have already learnt

Industry Types



Geographic split



Delegate Feedback From Past Events

"Very interesting topics and good speakers. Very good team spirit! There was a lot of information sharing"
Carlos Cunha, Brand Manager, Optimus @ IIR's Customer Retention Strategies, February 2002

"A good group of speakers and good experiences that will contribute to my work"
Sandra Paiva Couceiro, Loyalty Programme Manager, TMN @ IIR's Customer Retention Strategies, February 2002

"Some very good practical advice that I can take back to my company"
Mark Weisleder, Director, Bell Canada @ IIR's Customer Retention Strategies, February 2002

"It's interesting to hear how other operators are implementing CRM strategies and their experiences"
Dr Rory O'Hanlon, Senior CRM Analyst, o2 Ireland @ IIR's Loyalty & Churn, June 2002

"It was the first conference I have attended and I have learned a lot. It was a great place to hear different experiences and it was very interesting and fully in line with my job. I'm very satisfied."
Catherine Dubois, Product Manager, Marketing, CRM, Proximus @ IIR's Loyalty & Churn, June 2002

"It was interesting to share experiences about projects that are actually running in most countries (loyalty programmes, segmentation, churn scoring)"
Lenka Panekoua, Senior Marketing Specialist, Eurotel Praha @ IIR's Loyalty & Churn, June 2002

IIR's CRM & Retention Strategies conference will be an ideal forum for you to meet key decision-makers and potential customers. Maximise this excellent opportunity to generate new business through exhibiting or sponsoring the event. IIR can tailor packages to suit your budget and needs ensuring this event fulfils your commercial requirements.

For details of sponsorship opportunities, please contact:

Marie Nichols
Business Development Manager
IIR Telecoms & Technology
Tel +44 (0) 20 7915 5088
Email: mnichols@iir-conferences.com

For further information on the conference programme or speaker opportunities available, please contact:

Victoria Hughes
Senior Conference Producer
IIR Telecoms & Technology
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Optimising CRM & Retention Strategies For Telecoms Operators

CG2068

Monday 17th March – Wednesday 19th March

Workshop I: Implementing A CRM System Thursday 20th March

CG2068W

Workshop II: Predictive CRM Thursday 20th March

CG2068X

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<input type="checkbox"/>	20 March 2003	Workshop I: Implementing A CRM System	CG2068W
<input type="checkbox"/>	20 March 2003	Workshop II: Predictive CRM	CG2068X

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<input type="checkbox"/> Conference only	€ 2412 + VAT @ 19% = € 2870.28	<input type="checkbox"/> Conference only	€ 2997 + VAT @ 19% = € 3566.43
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If you are attending a workshop, please tick the one you would like to attend: Workshop I: Implementing A CRM System CG2068W Workshop II: Predictive CRM CG2068X
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