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CUSTOMER RELATIONSHIP MANAGEMENT
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CUSTOMER LOYALTY & RETENTION
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YOU WIN ONE, YOU REACH THEM ALL

CRM and Customer Loyalty & Retention Conference & Expo

17th of June, 2010

National Institute of Statistics, Bucharest

Strategic Partner:



Partners:



Customer Service School
Learn together. Win alone



Media Partners:



Topics:

09:30 – 10:00 - *Welcome Coffee and Registration*

Moderator of the day – Dan Bulucea - Business Consultant

10:00 – 10:30 - **Measure the Positive CRM Impact in Your Business**

Laura Danciulescu - Manager Business Performance Services, KPMG Romania

Key Areas:

- CRM in the light of return on investment
- CRM impact on your customer retention rates, boosting you customer's value and satisfaction

10:30 - 11:00 - **Customer complaint management**

Carmen Balan, Professor, Ph.D. Marketing Management, ASEBUSS

- The presentation analyzes the impact of efficient complaint handling on the relationships with customers. Potential mistakes are identified. Recommendations relative to customer complaint management are formulated.

11:00 – 11:30 – **7 Strategies for Keeping Your Customers**

Marius Balaci, Deputy Manager, Media Image Group

Key Areas:

- Meeting and exceeding customer expectations
- Customer Service
- Penetration Marketing
- Defection prevention
- Continuous relationship selling
- About Loyalty programs
- Win back

11:30 – 12:00 - *Coffee Break and Networking*

12:00 - 12:45 - **Customer Satisfaction and Loyalty Program Metrics that Drive Action**

Marya Kaska, Director of Research and Consulting, Customer Impact

Key Areas:

- What are the key customer satisfaction and loyalty metrics from both operational data and customer feedback?
- How can you choose the metrics that are applicable to your business?
- How do you translate these metrics to visuals?
- Examples of customer metrics in interactive dashboards

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prospect | convert | sale | retain

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founder of Indoor Partnership

Topics:

12:45 - 13:15 - **How to use CRM principles in daily activities to increase sales and keep customers happy**

Marian Stirbescu, Sales & Marketing Manager Advantage Software Factory

Key Areas:

- Retain your clients and grow safely
- Use CRM principles in optimizing daily activities
- Stay one step ahead your competition!
- Modern tools at a price adapted to your budget

13:15 - 14:00 - *Business Lunch and Networking*

14:00 - 14:30 - **Customer Loyalty through Dynamic Customer Orientation**

Andreea Micu, Managing Partner, Intensity Consulting

Key Areas:

- The Quality of Loyalty and its Economic effect
- Motivators and Demotivators of Loyalty
- Best practices of Dynamic Customer Orientation from different industries

14:30 - 15:00 - **New perspectives in measuring loyalty: attitudinal vs behavioral loyalty**

Daniel Enescu, President, SORMA

- Loyalty is most of the time a non questionable purpose: everybody would like to score from good to great. However, when time comes to measure the loyalty, things start to complicate.

15:00 - 15:20 - *Coffee Break and Networking*

15:20 - 17:00 - **Panel Discussion**

Loyalty Programs. The key to changing customer perception

Key Areas:

- Are people loyal?
- Preferences for some loyalty programs?
- Company vs. clients perceptions and goals

Moderator: Andreea Micu - Managing Partner, Intensity Consulting

Guests:

- Dan Bulucea - Business Consultant
- Carmen Balan - Professor, Ph.D. Marketing Management, ASEBUSS
- Daniela Lazar - General Manager, Daedalus Consulting
- Marcela Stoica - Senior Management Skills Developer, Customer Service School
- Marian Stirbescu - Sales & Marketing Manager Advantage Software Factory