



# International Customer Experience Management Summit

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16th & 17th  
September 2015  
Istanbul | Turkey

Two Day Conference



## Our Promise

We are committed to delivering and sharing innovation. ICEM Summit Istanbul will sit alongside the business case studies, future trends and live examples for professionals from Customer Experience & Customer Interaction World which we divide into strategic & technical segments allowing delegates to listen to success stories as well as share their own during networking time - and all within easy reach of innovative product demonstrations and expert suppliers from industry. Areas will be addressed in the details during the two days conference are Current trends and the future of CX, Customer Feedback & Measurement, Vision and Culture, Leadership, Customer Journey Mapping, Technology & Systems, Colleague capability and training. Our focus is on the future, our conference is packed with case studies, insights and thought-leadership that illustrate innovation in action and inspire you to push your Career and business forward.

**We look forward to see you in Istanbul!**

Our ICEM Summit Expert Speakers From:



**Chairman: Oke Eleazu** Managing Director & CEO **Think Outside In!**

**Morris Pentel**  
 Founder  
**Customer Experience Foundation**

**Murat Hoke**  
 Director Customer Experience Management  
**TEB (BNP Paribas)**

**Oke Eleazu**  
 Managing Director & CEO  
**Think Outside In!**

**Chris Brindley**  
 Managing Director  
**Metro Bank**

**Andrew Cannon**  
 Executive Director  
**Global Research Business Network**

**Sergio Rendon**  
 Global Head Customer Experience  
**Telefonica**

**Andrew Wilkins**  
 CEO  
**BE Advisory**

**Francois Protopapa**  
 Senior Customer Experience Manager  
**Sunrise Communications AG**

**Melih Özgül**  
 Customer Experience Manager  
**Teliasonera Eurasia**

**Marcus Pequeno**  
 Director of Products and Multichannel Strategy  
**Santander Group**

**Senior Vice President**  
 Customer Services  
**Orange**

**Meltem Uysaler**  
 EMEA Head of Customer Experience  
**CITI Bank**

**Ugur Sungur**  
 Vice President  
**ING Bank**

**David Goldsworth**  
 Director Customer Experience Management  
**Virgin Media**

**Martin Guenter**  
 Learning & Knowledge Management Head  
**Swisscom**

**Codin Caragea**  
 Vice President Customer Experience  
**Design Riyad Bank**

**Michael Berner**  
 Board Member, Country Manager Consumer Business  
**CITI**

**Sandra Pinheiro Matos**  
 Customer Experience Expert

**Wafaa Hamoudi**  
 Senior Director Customer Care  
**Zain Teleom**

## ICEM Event Overview

Be a part of our two days successful global forum International Customer Experience Management Summit by KP-Morgan Group Istanbul, mainly focused on Customer Experience, Customer Interaction Excellence and Challenging/Evolving Commercial Models. This is a perfect opportunity to share best practices with peers facing the same challenges. Every activity that the company accomplishes is part of the system that brings the perceived value that a customer receives.

The Istanbul ICEM Summit is targeted for Telecom, Banking, Retail professionals who are always seeking for new opportunities, visionary ways of conducting performance. The focus will be both on key top line items that will help generate positive Customer Experience and the cost infrastructure with a view to increase profitability. The speakers will be presenting real life examples in this context in addition to frameworks presented by external agencies. Various plenary sessions will be held in parallel to ensure that time is used effectively to manage different needs of the audience.



### A rewarding opportunity to visit most demanding Venue

Istanbul is the only city in the world to span two continents, bridging Asia and Europe, the East and the West. Turkey's most populous city as well as its cultural and financial hub. Located on both sides of the Bosphorus, the narrow strait between the Black Sea and the Marmara Sea, Istanbul bridges Asia and Europe both physically and culturally. Be a part of the notable thought leaders and challenging executives who are perfecting the practice of CEM, CRM & CS trends and bring the new ideas back to your organisation.

### Word of Chair

**Oke Eleazu, Managing Director – Think Outside In!**

The world is changing fast. Businesses that didn't exist 5 years ago are now worth billions and businesses that had existed for hundreds of years have now disappeared. Why? One of the key reasons is the change in consumer behavior driven by, amongst other things, technology! Companies can no longer presume that they know what their customers want or the service that they want to deliver. Expectations are rising as the best businesses continue to get better. Any organization standing still in their wake can only expect falling customer service feedback and scores.

So the only course of action is an ever-improving customer experience, that way you have a chance of keeping up with the leaders and protecting your brand. However, this is far from easy, there are so many things to consider and not enough time to do it with, At this conference, you get the chance to learn from the best in the industry from all over Europe, but also the opportunity to share you're stories of how you may have improved a certain are of the customer experience. Come along and open your eyes and ears, we promise you will hear lots of practical ideas that you can take back to your organizations and share...that one idea might be the one that counts!

## Don't miss out the opportunity to be part of this interactive round table conference and get a clear insights on:

- How to improve customer journey over phone, via social media, face to face.
- Customer Insight panels/ advisory board
- Call centres- closing the feedback loop
- Challenges for customer supports for online business & benchmarks
- CX strategy to get CEO 'on board'
- New technologies supporting CX, new trends in 2016
- Role of social media
- Trends that are driven by the customer experience expectations, CE Models
- Digital customer experience Management
- The Future of Customer Relationships Management
- Cross- functional collaboration and Key Performance Indicators
- Customer journey Framework, Different ways and method to capturing & tracking customer journey.
- Customer Insight, best ways to understand customers
- How our activities influence customers?
- Voice of Customer
- The holistic approach, myths about key drivers of CSAT & NPS
- Online Social Media Dashboard, how social media will drive customer – experience into 2016
- Measure, analyse and share customer feedback throughout your organisation in real time to make better decisions.
- Employee Engagement, the Value of Middle Management: getting your middle managers involved in your customer.
- Employee Engagement and Creating a Customer-Centric Culture
- Customer Experience external and internal communications 2016

## Two Days Key Streams at a glance

### Section I: Current trends and the future of CX

As technology continues to evolve at pace, customers often have access to better information and systems that organizations to. Businesses have to run hard just to keep up with their customer, let alone provide them with a seamless experience. It's imperative to keep up with the current thinking and trends in customer experience in an attempt to differentiate your business from the rest

### Section II: Customer Feedback & Measurement

Knowing your customers and the key drivers of their satisfaction is one of the fundamental elements to delivering a customer centric environment in your business. Many organizations don't measure the right things, and even if they do, they measure it in the wrong way. Equally it is imperative that the 'voice' of the customer reaches the top of the organization and back again. This is the most talked about element of CX so always good to find out about best practice

### Section III: Vision and Culture

The right culture is essential for any organization attempting to develop excellence around customers. Senior managers have to ensure that all colleagues understand why they are

there as well as what to do. In order to do that the vision has to be crystal clear and give all staff an understanding of what the organization is trying to achieve and more importantly why. This vision will be the foundations on which the right culture will be built

### Section IV: Leadership

Leadership is the single biggest factor in establishing the right. Leaders create the right environment in which a customer centric culture can thrive. Establishing the right environment is all about creating strong relationships with the team, so that there is mutual trust and respect, Effective delegation also creates ownership, which means staff are more engaged. Empowered, engaged and aligned staff equals happy customers, and it's in the hands of the leadership to create these staff members.

### Section V: Customer Journey Mapping

Customer are now looking for the processes that they have to be as easy as possible, in fact, the current Buzzword is frictionless! This is easier said than done. Making things simple and easy for customers often involves additional complications for the organization. This is a mindset that many businesses struggle with. Learning from organizations that have successfully implement journey

mapping and used it to drive their customer experience agenda is critical.

### Section VI: Technology & Systems

Technology is changing the world every day, and it is defining many of the new standards when it comes to customer experience. However, so much technology is badly implemented and ends up being more of a hindrance of staff as well as customers. The right technology needs to supplement the right customer strategy, rather than the other way around. Picking the right solution is also key, so the opportunity to listen and learn from others initiatives is also invaluable

### Section VII: Colleague capability and training

Ultimately in many organizations and sectors, great customer experience is all about people. Recruiting for attitude and the right capability 'fit' is imperative to maintaining the right culture. The World-class organizations put a tremendous amount of effort into finding, on boarding and training the right talent. However, the training has to be effective and built to last in the long term rather than a basic 'sheep-dip' that many organisations implement. Find out how some companies go about hiring retaining and training the right people.

# DAY 1

16th September 2015

8.45 - 9.00

Registration / Check-in and Morning Coffee and Tea

## Introduction and General Flow by Chair - Oke Eleazu

9.15 -10.00

**Keynote - Morris Pentel, Founder & Chairman CE Foundation: Customer Experience Management – the Next Big Thing**

- What are the latest trends in CXM (Customer Experience Management) for 2016?
- Getting the Customer to work for you
- To reduce your costs and increase your margins
- Promote your brand
- What can you achieve in 2016?

10.00 - 10.45

**Keynote - Marcus Pequeno, Director of Product and Multichannel Strategy Stantander Bank: Understanding what the customer needs in order to offer a better customer experience**

- The challenges of developing a positive banking experience for Gen Y customers
- How surveys and focus group sessions could fool you
- Solutions to identifying customers REAL needs and expectations
- 5 key points to boost your customer experience



10.45 - 11.15

**Networking Break  
Tea/Coffees break with Fruits & bakery delights**

11.15 - 12.00

**Keynote - Andrew Wilkins, CEO BE Advisory  
How mastering CX will be the key to winning in the 21st Century**

- Using CX thinking to pull ahead of competitors and drive new value
- Integrating customer & business stakeholder needs to create a winning strategy
- Aligning the company around delivering long term CX excellence

12.00 - 13.00

**Roundtable Discussion**

**Sharing Roundtables – delegates will choose 1 of 3 topics groups. In these Groups, they will not only discuss the topic, but will also share best practice that they have seen in their organisation or witnessed elsewhere. At the end of the session we will ask each group to feedback to the other delegates**

**Audience Size on each table: 4-6.**

**Facilitators: Oke Eleazu.**

**Topics:**

- How do you get the whole organization to align behind your Customer Experience Strategy?
- How do you create an effective customer feedback dashboard that drives actions?
- What's the role of Internal Customer Service in driving the culture of the business and is there an effective way of measuring it?



13:00-14:00

**Business Lunch- Stater, Buffet, Drinks & Desserts**

14.00 - 14.45

**Keynote - Chris Brindley , Managing Director, Metro Bank  
Creating Fans not Customers**

- Having a customer centric approach backed up by actions not words
- View Customer proposition 'outside in' – not 'inside out'.
- A "no stupid rules" policy
- Empowering of colleagues to enable the "Surprise and Delight" of their Customers.
- Deliver an aMazing Culture through its people.

14.45 - 15.30

**Keynote Martin Guenter Learning & Knowledge Management Swisscom  
Edu-tainment as a way to enhance customer experience**

- Telco Retail-Learning kitchen
- Inspiration Sessions as a new physical touchpoint
- Staff transformation from transaction to experience



15.30 - 15.50

**Networking Break  
Tea/Coffees break with Fruits & bakery delights**

15.50-16.30

**Keynote - Wafaa Homoudi Senior Director Customer Care Zain Telecom  
Voice of Customer; The Myth and Reality of the main drivers**

- What is VOC and why it is important in managing CX
- Different drivers used by different companies to measure VOC
- The Pros and Cons of the different drivers
- The best combination to be implemented
- Evaluation of existing ones and how to decide on revamping them
- Case studies and examples from different companies

16.30-17.10

**Murat Hoke, Director Customer Experience & Business Development, TEB- BNP Paribas  
Session - TBA**

17.10 - 17.45

**Interactive Panel Discussion**

**All attendees will have an opportunity to get interact directly with the members of the panel to discuss a selection of the most interesting topics addressed during the conference.**

**Facilitator: Oke Eleazu**

**Panel Members:**

- Wafaa Homoudi- Senior Director Customer Care, Zain Telecom
- Chris Brindley- Managing Director, Metro Bank
- Andy Wilkins - CEO BE Advisory
- Marcus Pequeno, Director of Product and Multichannel Strategy, Santander Bank

17.45 - 18.00

**Closing Remarks & Daily Wrap up by Chair - Oke Eleazu**



18.00

**Cocktail Reception**

**All attendees are welcome to join at the Complimentary cocktail reception. An extended opportunity to network and benchmark.**

# DAY 2

17th September 2015

8.45 - 9.00

Registration / Check-in and Morning Coffee and Tea

## Introduction and General Flow by Chair - Oke Eleazu

9.15 - 10.00

**Keynote - Oke eleazu , Managing Director, Think Outside In! Customer Feedback & Measurement**

- TBA

10.00 - 10.30

**Keynote - Francois Protopapa, Senior Customer Experience Manager Sunrise Communications AG How Data is changing Omnichannel Consumer Experience**

- The Future of Customer Relationships- Digital and Omnichannel CEM
- Customer data is most valuable company asset, find it, extract it, refine it, distribute it and if possible monetize it
- Measure, analyse and share customer feedback throughout your organisation in real time to make better decisions
- Best ways to understand customers and their experience using Customer insight and analytics



10.30 - 11.00

**Networking Break Tea/Coffees break with Fruits & bakery delights**

11.00 - 11.40

**Keynote Michael Berner, Board Member, Country Manager Consumer Business CITI Client Centricity**

- TBA
- Case study from CITI Bank

11.40 - 12.10

**Session- Sergio Rendon, Global Head Customer Experience Telefonica Digital Transformation and Customer Journey**

- Customer Journey Mapping
- Employee Engagement and creating a Customer Centric Culture
- Digital Transformation
- Case Study

11.40 - 12.10

## Roundtable Discussion

**Sharing Roundtables – delegates will choose 1 of 3 topics groups. In these Groups, they will not only discuss the topic, but will also share best practice that they have seen in their organisation or witnessed elsewhere. At the end of the session we will ask each group to feedback to the other delegates**

Audience Size on each table: 4-6.

**Facilitators: Oke Eleazu and Morris Pentel**

Topics:

- How to improve customer journey over phone via social media, face to face.
- Know your Customer- Customer Feedback & Measurement



13.00 - 13.50

**Business Lunch- Stater, Buffet, Drinks & Desserts**

13.50 - 14.30

**Session - Ugur Sungur, Vice President Internet Channels BNP Paribas- TEB Bank**

- TBA

14.30 - 15.00

**Melhi Ozgul Customer Experience Manager, Telesonera Eurasia**

- TBA



15.00 - 15.20

**Networking Break Tea/Coffees break with Fruits & bakery delights**

15.20 - 16.00

**Session - Codin Caragea, Vice President Customer Experience Design Riyad Bank Business Process Management and CX**

- TBA

16.00 - 17.00

## Interactive Panel Discussion

**All attendees will have an opportunity to get interact directly with the members of the panel to discuss a selection of the most interesting topics addressed during the conference.**

**Facilitator: Oke Eleazu**

Panel Members:

- Morris Pentel - Founder & Chairman, CE Foundation
- Francois Protopapa - Senior Customer Experience Manager

17.00 - 17.10

**Closing Remarks & Daily Wrap up by Chair - Oke Eleazu**



17.10

## Cocktail Reception

**All attendees are welcome to join at the Complimentary cocktail reception. An extended opportunity to network and benchmark.**

**Register NOW!**



International Customer Experience Management



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International Customer Experience Management 

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**You should attend this annual opportunity if you are**

Chiefs, Directors, Heads,  
Leaders, Managers and Executives involves in-

- Customer Experience Management
- Client relationship Development
- Customer Life Cycle Strategies
- CRM & Loyalty
- Customer Care & Service Quality
- Retention & Loyalty Programs
- Customer Insight & Satisfaction
- Enterprises Feedback Management
- Channel & Multichannel Management
- Process Excellence
- Contact Centres
- Data Management
- Social Media & Brand Management
- Marketing & sales.



# Registration Form/ Sales Contract

## ICEM Summit 16th & 17th September 2015

### Istanbul | Turkey

Bookings email: [operations@kp-morgan.com](mailto:operations@kp-morgan.com)

Company name:	
Address:	
Postcode:	
Country:	
Phone:	
VAT Number:	

Kindly mark tick as appropriate:

Please, issue me an invoice to pay by bank transfer.

I would like to pay by credit card.

Accommodation during the conference:

I'm interested, please inform me.

No, thanks. I will manage it on my own.

#### Terms & Conditions:

Payment terms: After completion and return of the registration form, full payment is required within 5 days from receipt of invoice. Entry may be refused to delegates who have not paid their invoice in full. A credit card guarantee may be requested if payment has not been received in full before the event. There is a 50% liability on all bookings once made, by fax or email. A no refund policy exists for cancellation received on or after one month before the event. Should you decide to cancel after this date the full invoice must be paid. However, if you cannot attend the conference, you may make a substitution (colleague) at least one week before first day of the event, as long as we are informed in writing by email or fax. Name changes and substitutions must be from the same company. KPM Events reserves the right to alter the conference content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of KPM events. (Force

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I agree with Terms and conditions.

I confirm that I have read and agree to the terms and conditions of booking and KPM Events (KP-Morgan) debiting my credit card. I the signatory is authorized to sign on behalf of contracting organization/s.

Date:

Signature:

#### Delegate Details #1

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E-MAIL
PHONE

#### Delegate Details #2

TITLE
NAME
JOBTITLE
E-MAIL
PHONE

#### Delegate Details #3

TITLE
NAME
JOBTITLE
E-MAIL
PHONE

#### Credit Card Details Form

Name of Card Holder:

Billing Address:

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Valid from (MM/YY)                      Expiry Date (MM/YY)

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Got a question?

Contact Mr Andreas Raab at [Andreas.Raab@kp-morgan.com](mailto:Andreas.Raab@kp-morgan.com), phone: +353 1 437 8573



[www.kp-morgan.com](http://www.kp-morgan.com)