

# Strategic International Senior Executive Forum SUCCESSFUL CUSTOMER LOYALTY AND RETENTION STRATEGIES FORUM

Maximising customer loyalty, retention, relationships, engagement and experience initiatives to deliver results that will positively increase your bottom line and competitive advantage  
6 & 7 March 2008, Amsterdam

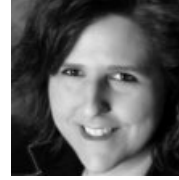
## With the participation of leading experts:



**Pekka Somerto**  
Vice President, Digital and  
Lifetime Relationship  
Marketing  
**NOKIA CORPORATION**



**Cristina Zanchi**  
Head of Global Loyalty  
Strategy and Marketing  
**SHELL**



**Stacy Shearouse**  
Director Guest Assistance  
**HILTON HOTELS  
CORPORATION**



**Neil Blakesley**  
Vice President, BTGS UK  
Marketing  
**BT**



**David Jeppesen**  
Response Based  
Marketing Director  
**BARCLAYS**



**Paul Rombeek**  
Director CRM, AMS/MD  
**KLM**



**Daniel Majewski**  
Senior Director Marketing  
Excellence  
**PHILIPS**



**Martin Petr**  
Customer Experience  
Specialist and Voice of the  
Customer General Manager  
**CREDIT SUISSE**



**Nick Deen**  
Senior Market  
Development Manager  
**SONY**



**Bernd H.  
Schumacher**  
Head of Customer  
Relationship  
Management, Personal  
Banking  
**DEUTSCHE BANK**



**Martin Viermann**  
General Director  
**BOSCH  
COMMUNICATION  
CENTER BV**



**David De Ganck**  
HUGGIES® Brand  
Manager  
**KIMBERLY CLARK**



**Eric Ducarme**  
Vice President Country  
Delivery and Loyalty  
Programmes  
**ORANGE**



**Bernadette  
Andrietti**  
Regional Sales Director  
EMEA  
**INTEL CORPORATION**



**Patrick  
Eikelenboom**  
Direct to Consumer  
Marketing Director  
**MARS**

## ATTEND THIS STRATEGIC SUCCESSFUL CUSTOMER LOYALTY AND RETENTION FORUM TO LEARN FROM LEADING GLOBAL CORPORATIONS SPEAKING ON:

- Transforming loyalty, retention and customer strategies into business actuality
- Discussing the current and future possibilities of innovative loyalty schemes and initiatives
- Effectively handling customer complaints to increase loyalty and positive relationships
- Creating positive customer experiences whilst engaging with your customers
- Maximising loyalty and retention through customer feedback

### Media Partners



### Organised by



# DAY ONE: Thursday 6 March 2008

## SUCCESSFUL CUSTOMER LOYALTY AND RETENTION STRATEGIES FORUM

Amsterdam

### 8:15 OPENING REMARKS FROM THE CHAIRPERSON

### 8:30 INTRODUCTORY SPEED NETWORKING

Brief networking introduction with your peers for a few minutes to become acquainted with your fellow attendees

#### CASE STUDY BY NOKIA CORPORATION

### 8:45 TRANSFORMING YOUR CUSTOMER STRATEGIES INTO BUSINESS ACTUALITY

- Linking loyalty, retention and CRM with the overall business strategy
- Ensuring senior management buy-in and support customer initiatives for growth
- Exploring how to do more with less, regarding your budget and resources to maximise strategies
- Utilising the lessons learned to overcome challenges in executing successful customer strategies
- Establishing customer retention and loyalty strategies as part of your day-to-day activities

**Pekka Somerto – Vice President, Digital and Lifetime Relationship Marketing – NOKIA CORPORATION**

#### CASE STUDY BY SHELL

### 9:30 DRIVING CUSTOMER RETENTION THROUGH INTERACTION AND ENGAGEMENT STRATEGIES

- Investigating new interactive ways of meeting customers demands to enhance satisfaction
- How voice of the customer can lead to improved and more profitable innovations in products and services whilst maximising loyalty
- Ensuring internal processes are set up for effective interaction, voice of the customer and engagement strategies
- Minimising the gap between your company and customers for added engagement by creating strategies to both reach your customers and listen to them
- Examining the challenges when establishing interactive and engagement strategies and how to overcome them

**Cristina Zanchi – Head of Global Loyalty Strategy and Marketing – SHELL**

#### CASE STUDY BY HILTON HOTELS CORPORATION

### 10:15 HANDLING CUSTOMER COMPLAINTS SUCCESSFULLY TO INCREASE LOYALTY AND POSITIVE RELATIONSHIPS

- Providing high quality customer care when dealing with complaints at all contact points
- Correcting customer dissatisfaction and complaints in a timely and proactive manner through effective and consistent action plans
- Retaining the customer even when they have said they no longer want to be your customer
- Understanding how to reduce the risk of customers having a bad experience
- Utilising the complaint to engage with the customer to turn their experience into a positive one

**Stacy Shearouse – Director Guest Assistance HILTON HOTELS CORPORATION**

### 11:00 BENCHMARKING COFFEE BREAK

#### SPONSOR SESSION

### 11:30 SESSION OUTLINE TBA

#### CASE STUDY BY BT

### 12:15 SEGMENTING CUSTOMERS AND TRACKING THEIR SATISFACTION AND LOYALTY LEVELS (TBC)

- Learning from current and new segmentation strategies and techniques to get the best out of customer initiatives
- Identifying different target groups and types of customers to enable better targeting of loyalty programmes through segmentation profiles

- Analysing the challenges in segmentation and why companies find it difficult to apply these to customer loyalty and retention strategies
- Investigating innovative market segmentation to unlock new opportunities

**Neil Blakesley – Vice President, BTGS UK Marketing BT**

### 13:00 BENCHMARKING LUNCH

#### BRAINSTORMING SESSION BY BARCLAYS

### 14:15 EMBEDDING A CONSUMER-CENTRIC CULTURE THROUGHOUT YOUR ORGANISATION TO INCREASE LOYALTY AND RETENTION

During this interactive session all the attendees will have the opportunity to brainstorm in small groups on some of the following issues:

- Moving from a product and service organisation to a consumer-centric organisation
- Evaluating the role of the consumer in driving business as well as marketing strategies
- Ensuring the consumer is at the heart of your business to enable more loyalty and retention
- Encouraging employees to adopt a consumer-centric approach throughout your organisation at all contact points
- Profiting from customer views and feedback in the product and service development process

**Facilitator: David Jeppesen – Response Based Marketing Director – BARCLAYS**

### 15:45 BENCHMARKING COFFEE BREAK

#### CASE STUDY BY KLM

### 16:15 LEARNING FROM CUSTOMER INTIMACY AT KLM

- Investigating customer trends in the airline business
- Gaining an insight into KLM's CRM strategy
- Exploring the circle of contact
- Discussing the benefits of Customer Lifetime Value

**Paul Rombeek – Director CRM, AMS/MD – KLM**

#### CASE STUDY BY PHILIPS

### 17:00 HARNESSING CUSTOMER FEEDBACK TO MAXIMISE LOYALTY AND RETENTION

- Improving business performance, your bottom line and loyalty through effective customer feedback channels (through traditional and online channels)
- Listening to your customers concerns on how to make your product and service better to suit their needs and in turn drive demand
- What are the challenges in leveraging customer feedback and how can you be certain that their feedback will be used?
- Successfully and efficiently uncovering improvement areas by listening to your customers

**Daniel Majewski – Senior Director Marketing Excellence PHILIPS**

#### CASE STUDY BY CREDIT SUISSE

### 17:45 PROVIDING THE CUSTOMER WITH EXPERIENCES THAT WILL KEEP THEM COMING BACK

- Exploring why bad experiences happen in the first place
- Creating great customer experiences and engaging internal stakeholders
- Drawing pictures as an effective technique to uncover opportunities in customer experience
- Linking positive customer experience and profitability

**Martin Petr – Customer Experience Specialist and Voice of the Customer General Manager – CREDIT SUISSE**

### 18:30 CLOSING REMARKS FROM THE CHAIRPERSON

### 18:45 EVENING RECEPTION

DAY TWO: Friday 7 March 2008  
**SUCCESSFUL CUSTOMER LOYALTY AND RETENTION STRATEGIES FORUM**  
Amsterdam

**8:30 OPENING REMARKS FROM THE CHAIRPERSON**

**CASE STUDY BY SONY**

**8:45 INVESTIGATING SONY'S INNOVATIVE CUSTOMER RETENTION MODEL AT ARSENAL FC**

- Examining how Sony are helping Arsenal FC to increase customer loyalty and retention
- Increasing Arsenal's match day revenues to over GBP3 million per game
- Exploring how football clubs' competition has taken a different turn
- Discussing how stadia are becoming entertainment venues

**Nick Deen – Senior Market Development Manager SONY**

**CASE STUDY BY DEUTSCHE BANK**

**9:30 LEARNING FROM THE OUTBOUND AND INBOUND CAMPAIGN MANAGEMENT OF DEUTSCHE BANK**

- Exploring the integrated business model of Deutsche Bank Private and Business Clients
- Discussing the structure and mechanics of efficient outbound campaign management
- What are the opportunities of Inbound Customer Marketing?
- Investigating Deutsche Bank's results and learnings

**Bernd H. Schumacher – Head of Customer Relationship Management, Personal Banking – DEUTSCHE BANK**

**CASE STUDY BY BOSCH COMMUNICATION CENTER BV**

**10:15 INCREASING LOYALTY BY PRO-ACTIVELY ACTING ON CONSUMER EMOTIONS (TBC)**

- Ensuring your customer and loyalty strategies are more successful by utilising consumers emotions
- Understanding current and future customers by linking their motivations and loyalty to buying behaviour
- Measuring and acting on emotion based information to specifically target loyalty and customer initiatives to the right customers at the right time in the right way
- Listening to your consumers and their emotions by bringing them on board early on in your strategies

**Martin Viermann – General Director BOSCH COMMUNICATION CENTER BV**

**11:00 BENCHMARKING COFFEE BREAK**

**SPONSOR SESSION**

**11:30 SESSION OUTLINE TBA**

**CASE STUDY BY KIMBERLY CLARK**

**12:15 DELIVERING INCREASED BRAND VALUE THROUGH RETAIL ORIENTATED RECRUITMENT, RETENTION AND EXPANSION PROGRAMMES**

- Exploring the importance of gaining first mover advantage for your brand
- Integrating recruitment, retention and expansion strategies in overall brand and retailer strategies
- Utilising real time data insights and creativity to deliver your brand message
- Understanding shopper and user behaviour to reduce waste and improve your ROI

**David De Ganck – HUGGIES® Brand Manager KIMBERLY CLARK**

**13:00 BENCHMARKING LUNCH**

**BRAINSTORMING SESSION BY ORANGE**

**14:15 DESIGNING AND EXECUTING INNOVATIVE AND CREATIVE LOYALTY PROGRAMMES**

During this interactive session all the attendees will have the opportunity to brainstorm in small groups on some of the following issues:

- What are the current and future possibilities of developing innovative loyalty schemes and initiatives?
- Utilising emotions in your loyalty programmes to increase customer relationships
- Providing insights into how loyalty varies across industries and how we can successfully target these different customers with specific programmes
- Understanding that there is not one successful programme and that you have to tailor loyalty programmes to your company, mission and customer segmentation

**Facilitator: Eric Ducarme – Vice President Country Delivery and Loyalty Programmes – ORANGE**

**15:45 BENCHMARKING COFFEE BREAK**

**CASE STUDY BY INTEL CORPORATION**

**16:15 MAXIMISING THE RETURN ON INVESTMENT (ROI) OF YOUR LOYALTY, RETENTION AND ENGAGEMENT PROGRAMMES (TBC)**

- Identifying suitable tools and techniques to measure the true value of your strategies
- Effectively measuring and capturing customer data and information in a timely approach
- Interpreting and turning results into future strategy successes by creating action plans and initiatives that positively impacts loyalty
- Benchmarking ROI across industries and companies whilst linking ROI to the success of your business

**Bernadette Andrietti – Regional Sales Director EMEA INTEL CORPORATION**

**CASE STUDY BY MARS**

**17:00 CAPITALISING ON THE OPPORTUNITIES OF WEB 2.0 AND ONLINE INITIATIVES IN A FMCG ENVIRONMENT**

- Analysing how the web has transformed customer relationships and experiences as well as retention and loyalty
- Using web 2.0 (blogs, wikis, social networking sites) to proactively understand and reach customers whilst build a positive relationship for increased loyalty
- Evaluating various online methods whilst investigating how these technologies are evolving
- Blending online and traditional customer loyalty and retention techniques for success

**Patrick Eikelenboom – Direct to Consumer Marketing Director – MARS**

**17:45 CLOSING REMARKS FROM THE CHAIRPERSON**

**18:00 CLOSE OF THE CONFERENCE**

# REGISTRATION FORM

## SUCCESSFUL CUSTOMER LOYALTY AND RETENTION STRATEGIES FORUM

6 & 7 March 2008, Amsterdam

### REGISTRATION FORM

PLEASE COMPLETE THIS FORM AND FAX BACK TO:  
FAX NO: +31 (0)20 618 5664  
TEL NO: +31 (0)20 618 4626  
EMAIL: [loyalty@gbgeurope.com](mailto:loyalty@gbgeurope.com)

Name 1 \_\_\_\_\_

Position \_\_\_\_\_

Name 2 \_\_\_\_\_

Position \_\_\_\_\_

Name 3 \_\_\_\_\_

Position \_\_\_\_\_

VAT Number \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Date \_\_\_\_\_

Signature: \_\_\_\_\_

**This booking is invalid without a signature**

### FEES

- 2 day conference fee €2395.00 + VAT
- CCMA Members €2155.50 (10% off)+VAT
- CRMXchange Members €2155.50 (10% off)+VAT
- 3-4 delegates €1916.00 (20% off)+VAT
- 5-9 delegates €1676.50 (30% off)+VAT
- 10+ €1437.00 (40% off)+VAT

Prices are listed per person and include Online Documentation Material, lunch, refreshments, evening reception and service charge. VAT is charged at 19%.

- Online Documentation Material only € 654.00 + VAT

### METHODS OF PAYMENT

- Credit Card – VISA/MASTERCARD/AMEX**

Credit Card's Holder's name \_\_\_\_\_

Credit Card Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiry Date \_\_\_\_\_ / \_\_\_\_\_

3 or 4 Digit Card Verification Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

(Found at the back of your credit card, in the area where your signature is. The last 3 digits are the 3-digit card verification number.) AMEX cards - the 4-digit verification number is on the front right hand side of the card  
When paying by credit card a surcharge of 3.5% will be applicable

- Cheque**, made payable to Global Benchmarking Group
- Bank Transfer**, account and branch details are as follows:

**ING Bank**, Jan van Galenstraat 14, Amsterdam, Postbus 8002, 1005 AA, Amsterdam, The Netherlands

**Account Number:** 67.43.65.402

**IBAN:** NL30 INGB 0674 3654 02

**BIC:** INGBNL2A

**Please quote invoice number and conference title as reference.**

### WHO SHOULD ATTEND

**Our target audience consists of CMOs, SVPs, VPs, General Managers, Directors and Heads of:**

- Customer Loyalty
- Customer Retention
- CRM (Customer Relationship Management)
- Customer Relations
- Customer Service
- Customer Satisfaction
- Relationship Marketing
- Customer Experience
- Customer Complaints
- End User Advocacy
- Consumer Excellence
- Marketing & Sales

### HOTEL INFORMATION

For further hotel information, please contact:

[administration@gbgeurope.com](mailto:administration@gbgeurope.com)

### BUSINESS OPPORTUNITIES

For further business opportunities such as hosting the Evening Reception, Luncheon, Corporate Dinner, Exhibiting or Advertising in the Documentation Package,

#### PLEASE CONTACT:

Victoria Belunina  
Sponsorship Manager  
+31 (0) 20 535 6985  
[vbunina@gbgeurope.com](mailto:vbunina@gbgeurope.com)

Furthermore custom-made packages are available upon request.

### CANCELLATION POLICY

Delegates may be substituted at any time. GBG Europe does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit note to be used at another GBG Europe conference for up to 12 months from the date of issue. In the event that GBG Europe cancels a conference, payments received at the cancellation date will be credited towards attendance at a future GBG Europe conference or, in the event of a postponement by GBG Europe, a rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100 % credit representing payments made towards a future GBG Europe event. GBG Europe is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event due to causes beyond its control including, without limitation, natural disasters, sabotage, accident, trade or industrial disputes or hostilities. Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, GBG Europe, reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.