

CRM

ADVANCED CUSTOMER CARE & RETENTION

A new generation of solutions for customer care and retention

September 28th 2010
CCB, Lisbon

OUTLINE OF THE EVENT

With the growing concern on the private and public sector in assuring a better service to customers and citizens, this event will study the latest developments in strategies and tools of CRM.

KEY TOPICS COVERED

- More effective actions for CRM
- Sales Force Automation
- Marketing Automation
- Contact Center
- Convergence and integration of client information
- Analytical CRM
- Contact Center optimization
- How to improve the client experience
- Better practice in data quality
- Main technological developments
- Campaign Management
- Client focused marketing strategies
- How to benefit from technology to increase sales
- Better practice of implementation
- Success stories

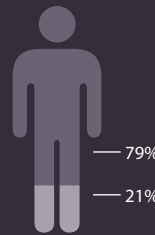
WHO SHOULD ATTEND?

- CEO
- CIO and IS/IT Directors
- Marketing and Trade Directors
- Client Support Managers and CRM
- Business Development Directors
- Head of Strategic Planning

STATS FOR THE 2009 EDITION

Number of registrations - 359
Number of delegates - 209

ORGANIZATION TYPE



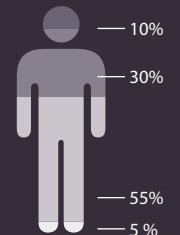
■ Users
■ Sponsors

HIERARCHICAL LEVEL



■ Top Management
■ Middle Management
■ Operational

DEPARTMENT



■ Administration
■ ITC
■ Sales & Marketing
■ Others

TESTIMONIALS FROM THE 2009 EDITION:

"A refreshing and broad update on an essential topic."

Hélder Vaz Monteiro, Supply Chain Manager – Timberland Retail, Erich Brodheim

"Quite an interesting event, an added value in my area."

Nádia Alexandra Ferreira, Contact Specialist – Consumer Service, Nestlé Portugal

"Very interesting. Excellent practical examples."

Cristina Salvado Louro, IT Specialist, Caixa Seguros

"An event of the uppermost importance."

Marisa dos Santos Gonçalves, Coordinator of Sales and Digital Services – Client Support, Sportinveste Multimédia

IDC GUARANTEE

A IDIC guarantees a minimum number of registrations, excluding registrations of sponsor's employees. If the number of registrations is lower than the minimum guaranteed by IDC, the sponsor will benefit of a proportional credit. For example, if an event has 10% less registrations than expected, the sponsor will be entitled to a credit of 10% the sponsorship value for the next event. IDC guarantees a minimum of 150 registrations for this Briefing Session.

IDC is always open to discuss with sponsors ways of making the most of our events.