



# Customer Experience Management in Telecoms

Learn how to develop, justify and leverage a differentiated customer experience management strategy to maximise revenue generation and customer retention

24th – 27th January 2011 | Le Méridien – Piccadilly, London

## Find solutions to your key challenges:

- How to **measure** the customer experience
- How to **differentiate** yourself in a saturated market
- How to **maximise the return** on your CEM strategy
- How to **enhance the usability** of your products and services
- How to ensure **consistent communication** across all touchpoints of your business

## Take advantage of the additional learning opportunities:

### Pre-conference workshops on:

- Where to start with CEM, led by **Orange FT Group**
- How to create a “customer obsessed culture,” led by a **leading employee engagement expert**

### Post-conference cross-industry best practice exchange

Led by **David Hicks**, CEO, **Mulberry Consulting** - with key contributions from:

- **Barbara Pezzi**, Director of Web Marketing, **Fairmont Raffles Hotels International**
- **Sharon Mooij**, Senior Manager EMEA Customer Care Large Enterprise & Public, **Dell**

Book before 05/11/10 to secure your Early Booking Discount!



*“A terrific event to hear, share and debate great practices that will delight customers and enable business growth”*

**Tommy Geary** - Director of Customer Management & Operations, **Eircom**



*“A prime opportunity to learn from others and exchange expertise on tackling the challenges of CEM in telecoms”*

**Peter Crayford** - Group Head of Customer Lifecycle Experience, **Orange FT Group**

## Exclusive insights from:

Peter Crayford  
Group Head of Customer Lifecycle Experience  
**Orange FT Group**

Lee Mostari  
Head of Voice of the Customer  
**Everything Everywhere**

Graham Webster  
Director of Customer Experience  
**Telefónica Europe & Telefónica SA**

Lars Diener-Kimmich  
Head of Customer Experience Management  
**Swisscom Corporate Business**

Federico Cesconi  
Director of Business Intelligence  
**Cablecom**

Tommy Geary  
Director of Customer Management & Operations  
**Eircom**

Nicola Millard  
Customer Experience Futurologist  
**BT Global Services**

Pedro Cosa  
Global Senior Insights Manager  
**Vodafone Group**

Steffen Weihrauch  
Head of Customer Experience Management for Mobile Services & Service Management for IPTV  
**Deutsche Telekom**

Jacqueline Starr  
Head of Customer Experience & Loyalty  
**Orange FT Group**

José Manuel Pérez Prado  
Youth Division Manager  
**Telefónica Spain**

Jan Safka  
Head of Self-Service  
**Deutsche Telekom Headquarters**

Mark Frost  
Head of Billing Services  
**Cable & Wireless Worldwide**

Emilie Smith  
Customer Experience Manager, B2B  
**Orange FT Group**

Chris Hall  
Managing Director  
**Manx Telecom**

Hany Mokhtar  
Head of Customer Experience & Value Propositions  
**Mobily**

Marcin Cendrowicz  
Director of Customer Experience & Service Management  
**Polska Telefonía**

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Dear CEM Expert,

**Do you need to know how to differentiate your CEM strategy and justify your expenditure to the Board?**

In today's saturated market, never has it been more important to differentiate your offering and retain your precious customer base. At this event, the **first ever telecoms specific** customer experience management event in the market, see how to meet and exceed your customers' expectations within a cost constrained climate.

Learn how to develop and leverage an **end-to-end CEM strategy** that will enable you to maximise revenue generation and customer retention. Hear how to offer more for less, maximise customer satisfaction and justify your spend by finding answers to these recurring questions:

- What defines a good customer experience?
- How can I efficiently measure the customer experience?
- How can I close the loop between my service and my customer?
- How can I optimise the return on my CEM strategy?

Customer Experience Management in Telecoms will give you the opportunity to share and benchmark **tactical and strategic** approaches and ideas with the most experienced CEM experts in the industry.

Book your place today and benefit from **16 operator case studies**, in-depth training on how to develop an operational customer strategy, a cross-industry best practice exchange and networking with CEM thought leaders.

We look forward to seeing you in January!

All the best

Kate Gray  
Conference Producer, Telecoms IQ

P.S. Take advantage of our **exclusive online media centre** where you will find podcasts, articles and white papers: [www.customerexperienceevent.com](http://www.customerexperienceevent.com)

## Learn from:

**Telefónica O2's** unique differentiation strategy

**Orange FT Group's** exclusive Customer Journey Mapping techniques

**Eircom's** back to basics approach to CEM

**Cablecom's** unique customer experience measurement techniques

**Deutsche Telekom's** multi-channel CEM approach that prolongs the customer lifetime

**T-Mobile's** customer feedback maximisation strategy

**BT's** "business as unusual" approach to CEM

## Pre-Conference Workshops | Monday 24th January 2011

Registration and refreshments will begin at 09.30.

The workshops will take place between 10.00 and 17.00 with appropriate breaks for lunch and refreshments.

### "Mood": The solution to Customer Experience Management!

**Led by:** Peter Crayford, *Group Head of Customer Lifecycle Experience* and Ellie Kirk, *Head of Loyalty & Retention*, **Orange FT Group**

**The challenge** – Trying to work out where to start with CEM can sometimes feel like boiling an ocean, but with the help of two Orange experts, find out how to leverage a tactical solution with a strategic ambition

By participating in this unique workshop you will gain step by step insight into how Orange FT Group have developed an end-to-end strategy:

- The transformation – it is obviously a waste of time to collect customer data, if you do not do anything with it! Learn why and how taking the "voice of the customer" one step further has such an impact
- The organisation and culture - Evaluating why slaying the business silos, giving the CEOs the news they want to hear and setting actionable and tangible employee targets makes such a difference
- The relationship – Determining why understanding how many customers are engaged by the brand, or not, and the long-term impact on business objectives is critical to understanding the "value" of customer experience
- The touchpoints – Understanding why defining a set of operational "brand values" is key to clearly defining the desired multi-channel rational and emotional customer outcomes at an operational level
- The expectations – Examining why many customer experience executions lose their way before they even get off the ground, due to poorly aligned business KPIs driving unhelpful business attention and focus

### Establishing why and how to engage your entire organisation behind the concept of customer experience management

One of the key challenges of CEM is undoubtedly how to engage your organisation behind the whole idea of customer experience. This interactive workshop will show you how to address this pressing challenge and how to ensure that you align your employee engagement programme with your CEM strategy. Find simple solutions to complex issues including:

- Understanding how to engage the most important people within your organisation: the decision makers
- Evaluating the value of your brand – how can a strong brand create a better customer experience both internally and externally?
- Overcoming the challenges of empowering the customer facing employees
- Including staff in product and service testing - understanding how involvement in this phase can create a superior customer experience

Visit the event website for updates on the workshop leader: [www.customerexperienceevent.com](http://www.customerexperienceevent.com)

**Register now by contacting us on + 44 (0) 20 7368 9300**

## Post-Conference Cross-Industry Best Practice Exchange Thursday 27th January 2011

Registration and refreshments will begin at 09.30. The best practice exchange will take place between 10.00 and 16.00 with appropriate breaks for lunch and refreshments.

Following three days of telecoms specific case studies take this prime opportunity to look at the bigger picture. The concept of customer experience management is a cross-industry issue and there is plenty to learn from your peers!

This best practice exchange will give you in-depth insight into how some of the most well respected CEM experts are tackling the issues that you face. Find inspiration and answers to your daily challenges, including how to maximise the ROI of your CEM strategy, how to collect and transform customer feedback into actionable strategies and how to differentiate yourself from your competitors.

Led by **David Hicks**, CEO, **Mulberry Consulting** - with key contributions from:

- **Barbara Pezzi**, Director of Web Marketing, **Fairmont Raffles Hotels International**
- **Sharon Mooij**, Senior Manager EMEA Customer Care Large Enterprise & Public, **Dell**
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Marketing  
Customer Service  
Service Transformation  
Customer Insights  
Advocacy  
Customer Loyalty  
Retention  
Intelligence



From across leading fixed line, mobile and integrated operators and service providers

### Why must you be there?

Benefit from the lessons learnt and advice being shared in 16 operator case studies

Take advantage of two in-depth pre-conference workshops showcasing how to create and leverage a differentiated CEM strategy

Learn from a cross-industry best practice exchange led by David Hicks; CEO of Mulberry Consulting – hear how to develop first-class CEM strategies from the best in the business

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The conference programme and speaking opportunities, contact: **Kate Gray**, Conference Producer, **Telecoms IQ**

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### Past Customer Experience Event attendees said:

*"There are so many elements of customer experience - this event covers them all, & gets the right people talking about the customer."*

Customer Experience Manager, **Orange FT Group**

*"Great presentations, great inspirations, great interactions - great customer experience."*

Customer Insight Manager, **Telenor Sweden**

*"Lots of good ideas in one place."*

Director, Operational Excellence & Customer Experience, **Orange FT Group**

*"Very good presenters and fresh information."*

Process & Change Team Manager, **Nokia**

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Amdocs is the market leader in customer experience systems innovation. The company combines business and operational support systems, service delivery platforms, proven services, and deep industry expertise to enable service providers and their customers to do more in the connected world. Amdocs' offerings help service providers explore new business models, differentiate through personalized customer experiences, and streamline operations. A global company with revenue of \$2.86 billion in fiscal 2009, Amdocs has more than 18,000 employees and serves customers in more than 60 countries worldwide. For more information, visit [Amdocs at www.amdocs.com](http://www.amdocs.com).



Arantech's CEM solutions provide mobile operators with a unique customer insight, a rich experience discovery and enables them to take proactive management action on real time experience events. All solutions deliver a rapid and strong ROI by identifying customer-centric issues ('the experience gap') in real time and enable behavioural segmentation of a customer base which today is not possible through existing Business and Operational Support Systems (B/OSS). Arantech has 39 customers including mobile operators from four out of the six largest mobile operator groups in the world. For more information visit [www.arantech.com](http://www.arantech.com)



ResponseTek is in the software business, delivering on-demand customer experience management (CEM) software and solutions to help companies continually improve the quality and consistency of the delivered customer experience. ResponseTek was founded in 1999 to provide companies critical information for running their businesses – the voice of their customers. ResponseTek has subsequently become the leading global provider of Customer Experience Management (CEM) software solutions. ResponseTek:CEM has been designed to measure and report on customer experiences, capturing insights on customer experiences when and where they occur, and delivering them continuously and in real-time. The goal? To improve customer experiences, and improve your business. [www.responsetek.com](http://www.responsetek.com)

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- 09.00 **Registration and coffee**
- 09.25 **Welcome address**  
**Kate Gray**, *Conference Producer*, **Telecoms IQ**
- 09.30 **Opening remarks from the Chair followed by a speed networking session**
- 09.50 **Understanding how to develop, implement and leverage a successful end-to-end customer experience management strategy that ensures a competitive advantage**
  - Establishing a clear goal from the outset for your CEM strategy
  - Developing an effective CEM strategy that will:
    - Close the loop between your organisation and your customer
    - Engage your organisation
  - Determining the tools and techniques that are available to you in order to implement and maximise your CEM strategy
  - Understanding how to effectively measure the customer experience
  - Evaluating the success of Cablecom's CEM strategy**Federico Cesconi**, *Director of Business Intelligence*, **Cablecom**
- 10.25 **Understanding how to transform your customer experience management strategy into actionable and tangible results**
  - Examining how to optimise the collection of the customer data used in your CEM strategy
  - Understanding how to cost-effectively analyse data and integrate the results into your CEM strategy
  - Determining how to incorporate customer feedback into your CEM strategies to make business improvements to minimise churn
  - Examining how to use customer feedback in an operational environment to support your CEM strategy**Lee Mostari**, *Head of Voice of the Customer*, **Everything Everywhere** (JV between T-Mobile & Orange UK)
- 11.00 **Morning refreshments**
- 11.30 **Going back to basics to develop a cost-effective and consistent customer experience**
  - Determining what customers want and expect
  - Establishing what business constraints and investment opportunities you have to work with
  - Assessing the current service, structure, location footprint, cost and ease of doing business from:
    - A customer perspective
    - A 'blank page' perspective
  - Developing a strategy to delight customers and support company growth:
    - Ask the right questions to generate regular and actionable customer feedback that drives improvement
    - Define high level measures of success and develop a KPI scorecard
    - Prioritise key issues that will bring immediate benefit to your customers
    - Create a roadmap for improvements with key milestones and stakeholder reviews
    - Eliminate any work that does not add value, automate where it makes sense and simplify processes**Tommy Geary**, *Director of Customer Management & Operations*, **Eircom**
- 12.05 **Understanding how to implement a multi-channel approach to customer experience that prolongs the customer lifetime and minimises churn**
  - Quantifying the value of using a multi-channel approach
  - Determining how to deliver a superior customer experience across all the channels in your channel mix:
    - Catering for the needs of each customer segment
  - Establishing how to integrate data from across existing silos to establish a single view of the customer and facilitate the delivery of a consistent message
  - Understanding how to effectively manage your channel mix and deliver value for money while meeting customer expectations
  - Establishing how to develop and use a self-service strategy in a multi-channel environment**Jan Safka**, *Head of Self-Service*, **Deutsche Telekom Headquarters**
- 12.40 **Managing the transition within your organisation from business-centric to customer-centric KPIs**
  - Examining how to change your organisation's mind-set from a business focus to a customer focus
  - Developing customer-centric KPIs within your organisation that ensure both organisational efficiency and the provision of an optimum customer experience
  - Understanding how to overcome the challenges of prioritisation between your sales and service employees
  - Understanding how to transform KPIs into actionable strategies in order to maximise your ROI
  - Determining how to evolve your KPIs over time and use this information to prolong the customer lifetime**Chris Hall**, *Managing Director*, **Manx Telecom**
- 13.15 **Lunch**
- 14.15 **Understanding how to effectively communicate your brand values to your employees in order to engage your entire organisation behind your customer experience management strategies**
  - Ensuring that your brand values reflect the customer experience that you want and need to provide
  - Understanding the best methods to communicate your brand values internally and provide appropriate training where necessary
  - Determining how to engage senior managers and executives who will create and drive a 'customer obsessed culture'
  - Identifying and addressing the problems associated with empowering customer facing employees who are:
    - Low paid
    - Unengaged
    - Short term
    - The least trusted
  - Understanding how to encourage your employees to live your brand values and thereby provide a positive customer experience
  - Engaging your staff in product and service testing to ensure that they can accurately respond to customer enquiries and problems*Awaiting final confirmation*
- 14.50 **Clouds, crowds and customers: Doing 'business as unusual'**

Exploring how a shift in the economy, customer behaviour, technology infrastructure and collaboration tools are all challenging the traditional ways that companies serve customers.

**Nicola Millard**, *Customer Experience Futurologist*, **BT Global Services**
- 15.25 **Examining how Orange FT Group are spreading customer journey mapping best practices throughout the organisation to gain a better understanding of their business customers**
  - Evaluating the different styles of customer journey mapping that are being used across the Group
  - Determining how to map the journey of a business customer in the most effective way
  - Establishing how customer journey mapping has been used to optimise collaboration across different departments and therefore provide a better experience to the customer**Jacqueline Starr**, *Head of Customer Experience & Loyalty*, **Orange FT Group**  
&  
**Emilie Smith**, *Customer Experience Manager - B2B*, **Orange FT Group**
- 16.00 **Afternoon refreshments**
- 16.30 **Learning from O2 UK how they are differentiating themselves in a saturated market**
  - Understanding how and why O2 are differentiating themselves in the market
  - Examining how O2 have implemented the necessary changes to their systems and company culture
  - Understanding the challenges that O2 has faced along the way and how they have addressed these issues
  - Evaluating the results of O2 UK's differentiation strategies and the ROI achieved**Graham Webster**, *Director of Customer Experience*, **Telefónica Europe & Telefónica SA**
- 17.05 **Round Table Discussion and Benchmarking Session**

Take this opportunity to identify solutions to the key challenges in customer experience management and benchmark your strategies against those of your peers:

  - How can I offer more for less?
  - How much should I spend on CEM? Where is the ROI?
  - How can I use CEM to generate additional revenues?
  - Are CEM solutions simply an additional hurdle to providing an optimal customer experience?
  - Can you realistically expect to tailor an individual response for each individual customer?
- 17.45 **Closing remarks from the Chair**
- 18.00 **End of conference day one**

09.00 **Registration and coffee**

09.30 **Opening remarks from the Chair**

09.40 **Mood Transformation - Taking customer experience management to the business with a tactical solution and a strategic ambition**

- Engage the customer – Understanding why and how listening and acting upon “voice of the customer” drives increased customer engagement of the brand:
  - Increasing the speed of positive word of mouth amongst friends and family
- Creating the customer engagement (Mood) view – Examining why enabling “industrialised” and “centralised” online access to structured customer experience data drives employee empowerment and belief:
  - To allow “self help” insight in relation to customers’ miserable and magic moments
  - Evaluating the long-term impact on business objectives
- Justifying an in-life customer engagement strategy – Determining why moving from a re-active to a pro-active approach to retention is so important both to:
  - Optimising customer engagement
  - Supporting tactical and strategic business objectives and ambitions
- Defining and operationalising pro-active continuous improvement programmes – Bridging the customer experience gap between customer feedback and delivering fast turnaround of people, process and system improvements
- Evaluating the business case – Having 51% belief that delivering an improved customer experience is a good thing:
  - Providing a compelling business case to the other 49% to keep the initiative on track

**Peter Crayford**, *Group Head of Customer Lifecycle Experience, Orange FT Group*

10.15 **Understanding the meaning of customer experience management: not just replacing the “R” with an “E”**

- Establishing what really matters in CEM:
  - Finding the balance between people/customers and data/systems
- Understanding how to lead your CEM strategy using your customers’ experience rather than your data
- Determining how to create the necessary setup and culture within your organisation to carry out effective CEM
- Optimising CEM in a B2B context
- Evaluating the role and importance of the Head of CEM

**Lars Diener-Kimmich**, *Head of Customer Experience Management, Swisscom Corporate Business*

10.50 **Morning refreshments**

11.20 **Developing and instilling the Customer Experience Foundation within your organisation**

- Establishing what criteria to use to segment your customer base:
  - Customer value
  - Customer needs
  - Customer expectations
  - Buying behaviours
  - Usage patterns
- Determining how to understand and monitor the needs of each segment
- Leveraging the results of your segmentation strategies to effectively develop and target your offerings to optimise service usage and ARPU
- Determining how to allocate your employees within the organisation in order to provide an appropriate customer service for each segment
- Using customer intelligence and social media to identify key influencers within each segment:
  - Understanding how to target these people to drive revenue generation across the whole segment
- Determining how often you should re-segment your customers to meet their future needs

**Hany Mokhtar**, *Head of Customer Experience & Value Propositions, Mobily*

11.55 **Designing a value proposition that meets the needs and expectations of the youth segment**

- First step: Leveraging a combination of research methods to gain a realistic insight into your customer base
- Second step: Using prototyping and co-creation to establish exactly what your youth customers are looking for
- Third step: Establishing the most effective way to communicate with the youth segment
- Evaluating Telefónica Spain’s value proposition for the youth segment

**José Manuel Pérez Prado**, *Youth Division Manager, Telefónica Spain*

12.30 **Building the customer experience into product development in order to facilitate the ease of use of your products and services to meet the evolving needs of your customers, maximise retention and drive your market share**

- Understanding how to tailor your services to meet and exceed customer expectations
- Understanding how to differentiate your offering to drive up your market share
  - Leveraging competitive intelligence
- Ensuring that your organisation can be flexible to respond to the changing market place
- Optimising the simplicity of your products and services to drive usage
- Examining the value of usability testing to facilitate ease of use of your products and services
  - Overcoming the time constraints of usability testing: time to test and time to launch
  - Quantifying the value of engaging the consumer in usability testing

**Marcin Cendrowicz**, *Director of Customer Experience & Service Management, Polska Telefonia*

13.05 **Lunch**

14.05 **Examining how to use your billing system and services to maximise the success of your customer experience management strategy**

- Understanding customer expectations of billing services and how your existing system complies with them
- Examining how to adapt your current billing system to create a more customer-centric and cost-effective service
- Exploiting customer segmentation to effectively target your billing services to optimise the customer experience for specific users
- Quantifying the advantages and challenges of using e-billing:
  - Cost-efficiency versus customer resistance
- Overcoming the challenges of implementing a convergent billing strategy:
  - Ensuring a consistent customer experience for your customers during and after the transition
  - Ensuring ease-of-use for all customers
- Leveraging your billing system as a differentiating factor in a saturated market to maximise both the customer experience and revenue generation

**Mark Frost**, *Head of Billing Services, Cable & Wireless Worldwide*

14.40 **Examining Vodafone Group’s NPS touchpoint framework in practice**

- Examining why Vodafone Group decided to implement an NPS touchpoint framework
- Determining how Vodafone Group implemented their framework
- Understanding and overcoming the challenges of deploying a multi-country programme
- Evaluating the results of Vodafone’s NPS touchpoint framework

**Pedro Cosa** *Global Senior Insights Manager, Vodafone Group*

15.15 **Afternoon refreshments**

15.50 **Examining how Deutsche Telekom have successfully applied customer-centric service management principles from the mobile telecoms environment to boost fixed line customer satisfaction**

- Asking the right questions and choosing the right indicators for understanding your customers’ everyday experience when using technically complex services
- Finding the gaps between your customers’ expectations, your organisation’s internal view on what it delivers and your customers’ eventual experience
- Identifying the underlying causes and justifying the investment needed to bridge the expectation-experience gap
- Applying lessons learned in one business unit to multiple lines of the business in order to further improve your ROI

**Steffen Weihrauch**, *Head of Customer Experience Management for Mobile Services & Service Management for IPTV, Deutsche Telekom*

16.20 **Panel Discussion: understanding how to strategically channel your resources in order to maximise the ROI of your customer experience management strategy**

- Quantifying the value of an effective customer experience management strategy
- Justifying your expenditure in today’s climate
- Defining a clear goal for your strategy from the outset in order to optimise efficiency and expenditure
- Understanding how to prioritise your resources in order to meet the needs and reflect the value of your different customer segments

16.55 **Closing remarks from the Chair**

17.00 **End of conference**

# Customer Experience Management in Telecoms

24th – 27th January 2011 | Le Méridien – Piccadilly, London

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In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.

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IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

**Discounts:** All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered whether by IQPC (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer

Please do not pass my information to any third party

**PAYMENT MUST BE RECEIVED PRIOR TO THE CONFERENCE**