



ORGANIZER:



12-13 April 2012

Courtyard by Marriott Hotel, Warsaw

# III Customer Contact Management Summit

THE ONLY FORUM IN POLAND OF PRACTITIONERS RESPONSIBLE FOR ALL CHANNELS OF CONTACT WITH THE CLIENT!

### SPECIAL GUESTS:



**Ozge Tekalp**  
Alternative Sales Channels Director  
**TURKISH ECONOMY BANK**



**Frank Verkinderen**  
Managing Director  
**MASS**

- Two parallel thematic sessions – **Contact Center & Customer Service** and **Multichannel Customer Contact & Sales**
- The most recent legal aspects – **new EC regulations on personal data protection**
- Multiple channels in business strategy – **how to optimise and unify channels of contact with the Client**
- **One place for meeting and exchanging experience in the field of Contact Centres and sales - a new interactive formula**

### AMONG SPEAKERS:

#### CONTACT CENTER & CUSTOMER SERVICE SESSION

**Ewa Wesoty**

Director of Customer Service Desk for Poland

**UPC POLSKA**

**Agnieszka Tober-Buszman**

Director of Customer Service Department

**AXA POLSKA**

**Krzysztof Ziomek**

Managing Director for Operation and Technology Division

**EUROPEJSKI FUNDUSZ LEASINGOWY**

**Sławomir Stasiak**

Director of Department of Telesales and Call Service

**BANK BPH**

**Andrzej Szczepaniak**

Deputy Director for Customer Relations

**BANK ZACHODNI WBK**

**Bogusław Bajoński**

Project Manager

**POLSKA GRUPA FARMACEUTYCZNA**

**Anna Denier**

Director of Customer Service Centre

**DB SCHENKER**

**Łukasz Opoka**

Vice-Director for Development, Customer Service Desk

**BRE BANK**

**Monika Kwiatkowska**

Customer Service Manager

**PROVIDENT POLSKA**

#### MULTICHANNEL CUSTOMER CONTACT & SALES SESSION

**Mariusz Gliński**

Director of e-Banking Department

**RAIFFEISEN BANK POLSKA**

**Anna Kobylańska**

**PWC LEGAL**

**Maciej Kowalski**

Head of Customer Relations Team

**GRUPA LOTOS**

**Tomasz Bartuzel**

Commercial Director

**AVIVA**

**Aleksandra Król**

Multichannel Director

**BRE BANK**

**Robert Sambierski**

Director for Customer Retention

**TELEKOMUNIKACJA POLSKA**

**Mitosz Brakoniecki**

Director for Web and Multichannel Integration

**BANK ZACHODNI WBK**

**Ireneusz Wojciechowski**

Director of e-Banking Department

**TOYOTA BANK POLSKA**

**Damian Zozula**

eBusiness Department Head

**CITI HANDLOWY**

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Sponsors:



Exhibitor:



Media Patronage:





**SESSION CHAIRMAN:**  
**ANDRZEJ SZCZEPANIAK (Bank Zachodni WBK)**

- 9:30 Registration and morning coffee

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- 10:00 **Welcoming the participants, networking**  
*Casper Haring, Managing Director, Blue Business Media*

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- 10:20 **The European Customer Contact Centre Benchmark**  
*Frank Verkinderen, Managing Director, MASS*  
The objective of the benchmark is to create value for companies and contact centres through the realization of an independent benchmark of the contact centre industry in Europe
  - market: size in employment/turnover, growth/year, proportion

- of outsourcers, segmentation B2B/B2C/In Cy, In/Outbound
- operations: hours, languages, SLA's, targets, performance criteria
- human resources: demographics, absenteeism, comp&ben, training and development, supervisory ratio, recruitment, social dialogue

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- 10:45 Interactive Q&A session

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- 11:00 **Reducing operational costs whilst maintaining high KPIs - how to achieve it**  
*Małgorzata Gawrysiak, Commercial Director of Contact Center and Applications Product Group, NextiraOne Polska*  
*Marcin Szychala, Senior Sales Executive, Genesys Telecommunications Laboratories*

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- 11:30 Coffee break

## PARALLEL SESSIONS

### CONTACT CENTER & CUSTOMER SERVICE

**SESSION CHAIRMAN: ANDRZEJ SZCZEPANIAK (Bank Zachodni WBK)**

#### CUSTOMER IN THE SPOTLIGHT

- 11:50 **Customer-centricity in practice – how to define and operationalize the “Customer-centred” strategy**  
*Agnieszka Tober-Buszman, Director of Customer Service Department, AXA Polska*
  - elements ensuring a balance between Customer satisfaction and operating productivity
  - key factors of effective operationalization of a “Customer-centred” strategy on the example of first time resolution
  - managing the feedback from the optimisation of operating processes

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- 12:15 Interactive Q&A session

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- 12:30 **Comprehensive and effective Customer service – process implementation based on universal multi-channel Contact Center platform**  
*Rafał Pychowski, Director of sales business applications and Contact Center, Unima 2000 Systemy Teleinformatyczne*  
*Piotr Bac, Product Manager, Unima 2000 Systemy Teleinformatyczne*

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- 12:40 Interactive Q&A session

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- 12:50 Lunch

#### CONSULTANT IN THE SPOTLIGHT

- 13:50 **Recruitment and management of Contact Centre staff**  
*Anna Denier, Director of Customer Service Centre, DB Schenker*
  - effective strategies or the recruitment of CC agents
  - proven forms of employment and effective methods for training agents
  - development of the agents' competences and career paths

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- 14:15 Interactive Q&A session

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- 14:30 **Effectiveness of Contact Centre staff – the result of the standardisation of technology supported processes or interpersonal training**  
*Andrzej Szczepaniak, Deputy Director for Customer Relations, Bank Zachodni WBK*
  - skills of CC staff – are we able to manage them effectiveness of staff in the light of international standards and provisions of the law
  - recruit or motivate – challenges connected with retention of staff

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- 14:55 Interactive Q&A session

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- 15:10 Coffee break

- 15:30 **Consultant above all – from a satisfied employee to a satisfied Customer**  
*Monika Kwiatkowska, Customer Service Manager, Provident Polska*
  - the role of organisation as the quality department in the contact centre
  - building quality in the employee's lifecycle
  - coherent management as the key to high quality service

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- 15:55 Interactive Q&A session

#### EFFECTIVENESS OF CONTACT CENTER

- 16:10 **What should we expect from a Telesales/Telemarketing supplier**  
*Magdalena Słobodzian, Business Line Manager, arvato Polska*
  - how to choose the best Telesales/Telemarketing supplier
  - what goals to set for your providers in order to maximize your company's income

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- 16:20 Interactive Q&A session

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- 16:30 **Building a competitive edge based on the effectiveness of inbound campaigns**  
*Łukasz Opoka, Vice-Director for Development, Customer Service Desk, BRE Bank*
  - routing as the place in which Customer service strategy and business strategy meet
  - work areas and main benefits
  - mBank and MultiBank case study

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- 16:55 Interactive Q&A session

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- 17:10 The end of Day 1 of the Summit

### MULTICHANNEL CUSTOMER CONTACT & SALES

**SESSION CHAIRMAN: BOŻENA UCIECHOWSKA (Bank BPH)**

#### MULTICHANNEL SALES vs SALES IN MULTIPLE CHANNELS

- 11:50 **Effective multichannel management in the organisation**  
*Aleksandra Król, Multichannel Director, BRE Bank*
  - what is multichannel management
  - bank multichannel strategies and their consequences
  - how to match the channel to contact with the Client and ensure coordination between the channels

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- 12:15 Interactive Q&A session

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- 12:30 **Optimisation of sales and profitability of the Client using CRM**  
*Ireneusz Wojciechowski, Director of e-Banking Department, Toyota Bank Polska*
  - how to accurately determine the Customer needs
  - how to sell effectively
  - how to maximise revenue and establish relations

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- 12:55 Interactive Q&A session

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- 13:10 Lunch

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- 14:10 **Effective models of sales channels optimisation**  
*Damian Zozula, eBusiness Department Head, Citi Handlowy*
  - multichannel interdependencies in sales – an obstacle or opportunity
  - mount everest of optimisation – can data be effectively combined
  - the role of marketing in optimisation

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- 14:35 Interactive Q&A session

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- 14:50 **The Holy Graal in the management of sales and costs – independent agents as distribution channels**  
*Tomasz Bartuzel, Commercial Director, Aviva*
  - the increasing role of independent trade agents on the example of the financial services market
  - the advantage of external channels over own sales channels
  - how to reward and motivate without direct influence

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- 15:15 Interactive Q&A session

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- 15:30 Coffee break

#### MULTICHANNEL SALES STRATEGY AS A CUSTOMER RETENTION METHOD

- 15:50 **How to effectively use a multichannel sales network in Customer retention**  
*Robert Sambierski, Director for Customer Retention, Telekomunikacja Polska*
  - how to use various channels of contact to listen to and respond to Customer's signals
  - how to reach Customers when they do not pick up the phone
  - effective cooperation of the competing sales channels on the example of Customer retention

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- 16:15 Interactive Q&A session

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- 16:30 **Service and sales in an online channel as a tool for increasing Customer profitability**  
*Miłosz Brakoniecki, Director for Web and Multichannel Integration, Bank Zachodni WBK*
  - service and sales processes in an online channel
  - migration to the online channel in the context of loyalty, cross-selling and Customer profitability
  - the use of the power of crowd-sourcing and the potential of social networks
  - cooperation with other channels in multichannel organisation

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- 16:55 Interactive Q&A session


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- 17:10 The end of Day 1 of the Summit

**SESSION CHAIRMAN:  
ANDRZEJ SZCZEPANIAK (Bank Zachodni WBK)**

9:30 Registration and morning coffee

**10:00 Effective multichannel sales management**

-  *Ozge Tekalp, Alternative Sales Channels Director, Turkish Economy Bank*
- Customers are different and so are their preferences to purchase from different channels
  - they expect the same experience – simplicity and clarity in each channel
  - companies who know how to answer this demand, will be the winners

10:25 pogłębienie tematu – interaktywna sesja pytań i odpowiedzi

**10:40 New EC regulation regarding personal data protection. Consequences for the sector**

Panel Discussion

Moderator:

*dr Paweł Litwiński, Attorney, Partner in Barta Litwiński, Kancelaria Radców Prawnych i Adwokatów*

Panelists:

*Dr Arwid Mednis, Partner, Wierzbowski Eversheds Lawyers Office*  
*Anna Kobyłańska, Attorney, PwC Legal*

**11:20 How to lift the fog from your back-office and use opportunity for business performance**



*Claire Richardson, Director Workforce Optimisation Solutions EMEA, Verint Systems*

- identification broken processes
- better understanding how customer enquiries are handled in the back-office, branch and contact centre
- driving operational excellence from joined up resource planning across the whole enterprise

11:50 Coffee break

**PARALLEL SESSIONS**

**CONTACT CENTER & CUSTOMER SERVICE**

**SESSION CHAIRMAN: ANDRZEJ SZCZEPANIAK (Bank Zachodni WBK)**

**SALES IN CONTACT CENTER**

**12:10 How to create sales Contact Centre from scratch – major challenges and critical points**

*Bogusław Bajoński, Project Manager, Polska Grupa Farmaceutyczna*

- defining Contact Center objectives
- dimensioning and selection of resources

12:35 Interactive Q&A session

**CONTINUED DISCUSSION ON QUALITY**

**12:50 First Time Resolution – impact on the Customers satisfaction and the company**

*Ewa Wesoly, Director of Customer Service Desk for Poland, UPC Polska*

- FTR as one of many indicators in a Contact Center – do we fully utilise its potential
- change of organisational culture, service philosophy and the attitude of the whole organisation to the Client and based on FTR

13:15 Interactive Q&A session

**13:30 How to meet the challenges of Customer service quality in a constantly changing environment**

*Sławomir Czaplński, Director of Market Development, ITD*

- service quality with the support of service systems – optimization of Customer service from the Customer's and company's point of view
- the level of service vs. the perception of organization – why the efficient Customer service is so important

13:40 Interactive Q&A session

13:50 Lunch

**14:50 Can the Customer's effort related to the service influence his loyalty**

*Sławomir Stasiak, Director of Department of Telesales and Call Service, Bank BPH*

- how to build loyalty through service
- from understanding the Customer's effort to building loyalty

15:15 Interactive Q&A session

**15:30 Quality – how to sell it**

*Krzysztof Ziomek, Managing Director of Operation and Technology Division, Europejski Fundusz Leasingowy*

- how to convince the organisation to focus on Customer Service Quality
- centralisation or decentralisation of processes
- quality – is it worth it

15:55 Interactive Q&A session

16:10 Ending the Summit and handing out the certificates

**MULTICHANNEL CUSTOMER CONTACT & SALES**

**SESSION CHAIRMAN: BOŻENA UCIECHOWSKA (Bank BPH)**

**EFFECTIVENESS AND CONVERGENCE**

**12:10 Effectiveness of channels of communication and contact with the Customer**

*Maciej Kowalski, Head of Customer Relations Team, LOTOS Group*

- business sector and Customer profile
- Customers segmentation or the product – assigning service channels
- Customer service strategy

12:35 Interactive Q&A session

**12:50 How to integrate information sent to the Customer as part of various channels of communication**

*Bartosz Mateja, President of the Management Board, Prografix*

- from mass communication to multichannel customised communication
- A Client from facebook? how to effectively connect online and offline channels
- case study of multichannel direct communication

13:00 Interactive Q&A session

13:30 Lunch

**NEW CHANNELS OF CONTACT WITH THE CUSTOMER**

**14:10 Designing a new channel of contact based on Video Consultant**

*Mariusz Gliński, Director of e-Banking Department, Raiffeisen Bank Polska*

- video – a new channel of contact with the bank and its role in multichannel strategy
- success of the implementation of innovative solutions based on the video channel
- how to break down barriers in contact with the Customer using video technology

14:35 Interactive Q&A session

**HOW TO DO IT BY THE BOOK**

**14:50 Multichannel communication with the Customer. The most recent legal aspects**

*Dr Zbigniew Okoń, Partner, dLK Korus Okoń Radcowie Prawni*

- communication in SMS and e-mail channels – new trends in the practice of UKE
- sending commercial communications electronically and direct marketing using automated calling systems
- planned changes in the law on the provision of services via electronic means and marketing activity on the Web

15:15 Interactive Q&A session

15:30 Ending the Summit and handing out the certificates

**OPINIONS ABOUT THE PREVIOUS EDITION:**

*We took part in the II Customer Contact Management Summit organised by Blue Business Media. During the Summit, we had the opportunity to experience how developed the Contact Center sector in Poland is. As its participants, we are hugely aware of the value of our extensive competences, confirmed with European quality standards, such as, e.g. EN15838. We are beginning to successfully share our experience acquired in the projects completed, both domestically and abroad. Once again I can confirm that I participated in one of the most important events for this sector in Poland.*

**Andrzej Szczepaniak**  
*Vice-Director for Customer Relations, Bank Zachodni WBK*

## INTRODUCTION

Once again, we will meet at this Summit, which is **the only one in Poland devoted entirely to contacts with Customers**. During the last edition, as the first ones we had the opportunity to meet **Dr Peter Jonas, the author of standard EN 15838** and to exchange opinions on the advantages and challenges related to CC certification. Among more than 150 representatives of key sectors, we obtained a broader perspective, inspiration and we compared our strategies in the context of Customer services, in the broader sense, with other experts from the industry.

This time, we will answer the most pressing needs of the sector together and we will think about **what the sign of the high quality of the company, its products and services really is**. Are we able to compete in this field, what makes us different and what are the similarities? **How to satisfy the needs of the Client of the 21st century and make the slogan of "Customer-centricity" the fact?**

How to avoid continuous updates when introducing a new offer in multiple channels? How to effectively manage the risk thanks to unified and coherent information about the Customer's relation with the company? These are just a few of the questions we will get our answers to.

See you again at the Summit!

Paulina Pyc  
  
 Project Manager

## ONLY WITH US:

- The only forum of practitioners in Poland which in a comprehensive way discusses the effectiveness and possibilities of the optimisation of all channels of contact with the Customers – more than 150 participants in the previous edition!
- The President of the European Confederation of Contact Center Organizations, Vincent Vanden Bossche talking about the assumptions of European benchmark for Contact Center
- For the first time in Poland – a new session entirely devoted to the aspects of multichannel management of sales and contact with the Customer
- The new formula of interactive presentations with the active participation of the participants and the experiences of **UPC Polska, Raiffeisen Bank Polska, AXA Polska, LOTOS Group, Aviva, Toyota Bank Polska, HSBC Bank Polska, Europejski Fundusz Leasingowy, Provident Polska, Telekomunikacja Polska, Bank BPH, Bank Zachodni WBK, Polska Grupa Farmaceutyczna, DB Schenker, BRE Bank, Citi Handlowy** and others
- New EC regulation regarding personal data protection – the consequences and how to prepare for it

III Customer Contact Management Summit will traditionally enable you to select topics from the two parallel thematic sessions:  
**CONTACT CENTER & CUSTOMER SERVICE** and **MULTICHANNEL CUSTOMER CONTACT & SALES**

**Contact Center & Customer Service** session has attracted Managers and Directors of Customer Call Centre Departments for three years. **Responding to your opinions and notes, we will discuss the key issues** which directly influence the effectiveness of Contact Centres. **How to manage sales in inbound operations? Have we exhausted all the methods of preventing staff rotation in Contact Centres? Will we find the common line in the fight for Customer service quality?** These are the questions we will try to answer with your help during the coming Summit.

### PARTICIPANTS PROFILE:

- Directors of Call and Contact Centers
- Customer Relationship Managers
- Customer Service Directors
- Directors and Managers of Telemarketing and Telesales Departments

Thanks to your suggestions, for the first time in Poland we have prepared a new parallel session fully devoted to the use of other channels of contact – **Multichannel Customer Contact & Sales**. Ensuring their convergence is the major challenge before us in the coming years. **Channels not only "don't see" one another, but also compete in separate sales targets**. Let us therefore consider how to ensure multichannel coherent communication, which will be the guarantor of lasting relations with the Customer.

### PARTICIPANTS PROFILE:

- Multichannel Directors
- Directors for Internet, e-business, Sales Channels Development
- CRM Directors and Managers
- Directors for Sales and Sales Support

## PLATINUM SPONSORS:



With a direct sales and service presence in 16 countries and serving more than 60,000 customers including many of the world's foremost international businesses, NextiraOne is Europe's leading expert in communications services. We design, install, maintain and support sustainable solutions to meet all of your communications needs – from Contact Centre solutions to Unified Communications, Data Centres and Managed Services, delivering mobile, secure and sustainable infrastructures for voice, data and video communications. We provide end-to-end communications solutions working with the world's leading technology companies to deliver maximum business benefits to our customers.



Genesys is the world's leading provider of customer service and contact center software and services — with more than 2,000 customers in 80 countries. Drawing on its more than 20 years of customer service innovation and experience, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to effectively drive today's new customer conversation. Genesys software directs more than 100 million interactions every day in the contact center and beyond, maximizing the value of customer engagement and differentiating the experience by driving personalization and multi-channel customer service. Genesys software also extends customer service across the enterprise to optimize processes and the performance of customer-facing employees.

## MORE INFORMATION ABOUT SUMMIT



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**OZGE TEKALP, ALTERNATIVE SALES CHANNELS DIRECTOR, TURKISH ECONOMY BANK**  
Ozge has more than 23 years of experience in Banking, Credit & Marketing, Corporate Finance, Sales, Service and CRM experience including Call Center Management. She is selected to win the Highly Commended award in call Center Manager of the year in 2005 in the European Call Center Awards, her team won Best Contact Center awards in Contact Center world com awards in EMEA region and Best Outbound Management award in the world Finals.



**EWA WESOŁY, DIRECTOR OF CUSTOMER SERVICE DESK FOR POLAND, UPC POLSKA**  
Experienced in Customer service in telecommunication companies. Previously worked, among others, as the Director of Customer Service Department in Polska Telewizja Kablowa in Krakow, Billing System Manager in Wizja TV and Regional Director in UPC Polska. She has participated in numerous business projects, among others for Customer service project for the customers of a new telephone service in UPC, for the development of outsourcing and telesales.



**MACIEJ KOWALSKI, HEAD OF CUSTOMER RELATIONS TEAM, LOTOS GROUP**  
He has broad experience in customer relations, customer service and process design and the implementation of supporting IT processes. During the deployment of a company transformation and restructuring project, he was responsible, in an international team, for the technical implementation of a customer service application and cooperation with providers of IT solutions.



**TOMASZ BARTUZEL, COMMERCIAL DIRECTOR, AVIVA**  
He started his adventure with the sales of financial services as a financial and insurance advisor in Commercial Union Polska in December 1993. After almost 7 years of an insurance agency career path, providing services to a portfolio of 1000 personal life insurance policies, he stepped onto the sales management path. In recent years, he has had an excellent opportunity to participate in projects increasing the effectiveness of a sales network. The author of the blog "Sales of the 21st century".



**IRENEUSZ WOJCIECHOWSKI, DIRECTOR OF E-BANKING DEPARTMENT, TOYOTA BANK POLSKA**  
Implemented e-banking in the year 2001 in the form of Volkswagen Bank direct. Since 2004, in Toyota Bank Polska S.A., he has been responsible for preparing the strategies, system and financial assumptions and also the electronic banking implementation project, including www services and a call centre, as well as banking products and services. He participated in the creation of the Toyota More partner programme, Toyota's business undertaking that combines banking and automotive services.



**DR ARWID MEDNIS, PARTNER, MANAGER IN THE ELECTRONIC COMMUNICATION AND PERSONAL DATA PROTECTION LEGAL TEAM, WIERZBOWSKI EVERSHEDS LAWYERS OFFICE**  
He specialises in administrative law, in particular in telecommunication law, personal data protection and public and private law partnership. In 1991 – 2000, he represented Poland in the Personal Data Protection Committee in the European Council in Strasbourg, in 1998-2000, he was the Chairman of that Committee. He is the author of drafts of personal data protection laws and economic information exchange laws.



**DR ZBIGNIEW OKOŃ, PARTNER, DLK KORUS OKOŃ RADCOWIE PRAWNI**  
Doctor of legal sciences, attorney, graduate of WPIA at the Jagiellonian University, member of staff of the Research Centre for Legal and Economic Problems of Electronic Communication WPAiE at Wrocław University. He has more than a dozen years of practical experience in advertising law, intellectual property and countering unfair competition. He has extensive experience in the organisation and comprehensive legal services for promotional events.



**MONIKA KWIAWKOWSKA – CUSTOMER SERVICE MANAGER, PROVIDENT POLSKA**  
In Call Center sector since 12 years. She started her professional career by working at Avon Cosmetics and building her business experience in many positions, starting from consultant. In Provident Polska since 2007. Her passion is team management and optimization and identification of processes.



**DR PAWEŁ LITWIŃSKI, ATTORNEY, PARTNER IN BARTA LITWIŃSKI, KANCELARIA RADCÓW PRAWNYCH I ADWOKATÓW**  
Member of intellectual property law of Allerhanda Institute, lecturer at WPIA in the University of Silesia in Katowice. Author and co-author of numerous scientific and popular science publications in personal data protection law, new technologies law and telecommunication law, including the comments to the law on personal data protection. Speaker at conferences, training courses and congresses in legal subjects.



**MAŁGORZATA GAWRYSIAK, COMMERCIAL DIRECTOR OF CONTACT CENTER AND APPLICATIONS PRODUCT GROUP, NEXTIRONE POLSKA**  
For 15 years in the IT sector. She was then responsible for Business Intelligence solutions: CRM, MIS, DW and Contact Center for various economic sectors. As the manager responsible for Contact Center and Business Applications product group in NextiraOne Polska, together with Clients she develops and implements Contact Center projects, creating Comprehensive Customer Service Systems in the entire organization i.e. transforms standard CCs into Profit Centers.



**KRZYSZTOF ZIOMEK, MANAGING DIRECTOR FOR OPERATION AND TECHNOLOGY DIVISION, EUROPEJSKI FUNDUSZ LEASINGOWY**  
Since 2007, the Managing Director in EFL SA, responsible for: Back Office, Customer Service, Profit Centres, Quality Management, IT development and relations with business entities, project management, administration. Prior to that, as the Director of the Customer Service Department, he was the joint creator of a service related structure along with the required tools; he carried out and implemented the customer segmentation, prepared the customer service strategy and implemented numerous revenue projects.



**AGNIESZKA TOBER-BUSZMAN, DIRECTOR OF CUSTOMER SERVICE DEPARTMENT, AXA POLSKA**  
Since 1995, she's been working in the insurance sector, in the area of administration and sales network support, HR management and legal services and also in the area of project management. In 2001-2002, Member of the Management Board of Credit Suisse Life & Pensions Towarzystwo Ubezpieczeń na Życie S.A. Since 2010, she's been working in customer operations in AXA Polska. She is responsible for the adaptation and implementation of a Business Target Operating Model of AXA Group in Poland in the area of Customer service processes.



**BOŻENA UCIECHOWSKA, MANAGER OF THE QUALITY AND OPTIMISATION OF CRM PROCESSES UNIT IN THE DIRECT MARKETING DEPARTMENT, BANK BPH**  
In the Direct Marketing Department for 5 years. She is responsible for developing and implementing the Quality and Optimisation of CRM Processes Strategy, in particular for initiating, planning and delivering projects involving standardization of Customer relation management process. Her new responsibilities include managing the xsell campaigns for business clients.



**ANNA DENIER, DIRECTOR OF CUSTOMER SERVICE CENTRE, DB SCHENKER**  
She started her professional career in Accor, where, for 6 years, she accumulated experience in management in the hotel industry. In 2006, she started work in Rockwell Automation, where she was responsible for establishing and managing the Customer Service Centre for EMEA region. Since 2010, she has been the Director of Customer Service Centre in DB Schenker.



**SŁAWOMIR CZAPLIŃSKI, DIRECTOR OF MARKET DEVELOPMENT, ITD**  
He has over 10 years of experience in implementing projects for organizations from different sectors of economy (banking, insurance, telecommunication). He participated in the implementation of projects by multinational teams in countries such as: Ukraine, Russia, Kazakhstan, Hungary, Slovenia, Lithuania, Turkey as well as in Poland in projects realized for: Bank DNB Nord, BOS Bank, Hestia Group, ZUS, Fundacja Dzieciom, Nowa Era, Warta PTE.



**MAGDALENA SŁOBODŹAN, BUSINESS LINE MANAGER, ARVATO POLSKA**  
In arvato Polska since 2010, where she manages telesales lines in 3 locations in Poland. Before joining arvato, she was working for retail banking in BRE Bank – mBank and MultiBank, where she was responsible for quantitative indicators, forecasting and outbound sales management.



**FRANK VERKINDEREN, MANAGING DIRECTOR, MASS**  
Since 1998 independent consultant in the field of contact center management, including Greenfield setup, project management, integrated training and change management. Responsible for overall benchmark project quality, progress, reporting and acceptance. Co-Author of Belgian Contact Center Benchmark (2009-2010-2011) and of European Contact Center Benchmark (2011); co-author of Customer Contact Centers (Kluwer, 2002).



**ANDRZEJ SZCZEPANIAK, DEPUTY DIRECTOR FOR CUSTOMER RELATIONS, BANK ZACHODNI WBK**  
Responsible for communication skills and services in Bank Zachodni WBK S.A. For 15 years in the Contact Center "sector" as an expert, HRM specialist in Contact Centers. The author of the "hot line teller" project introducing mechanisms of servicing, identification and authorisation of instructions made by Customers on IVR of BZWBK. A licensed soft skills business trainer.



**RAFAŁ PYCHOWSKI, DYREKTOR DS. SPRZEDAŻY APLIKACJI BIZNESOWYCH I CONTACT CENTER, UNIMA 2000 SYSTEMY TELEINFORMACYCZNE**  
Posiada kilkunastoletnie doświadczenie w dostosowywaniu oraz wdrażaniu projektów telekomunikacyjnych i Contact Center dla organizacji z różnych sektorów rynku. Dzięki dużemu zorientowaniu na biznes swoich klientów potrafi postrzegać teleinformatykę od strony użytkowej.



**PIOTR BAC, PRODUCT MANAGER, UNIMA 2000 SYSTEMY TELEINFORMACYCZNE S.A.**  
Posiada kilkunastoletnie doświadczenie w realizacji projektów telekomunikacyjnych i Contact Center dla organizacji z różnych sektorów gospodarki. Pracując w Dziale Rozwoju i Nowych Technologii koncentrował się na nowych trendach i kierunkach w obszarze rozwiązań teleinformatycznych.



**SŁAWOMIR STASIAK, DIRECTOR OF DEPARTMENT OF TELESALLES AND CALL SERVICE, BANK BPH**  
Since 2009, he has been responsible for Telemarketing, Call Center, welcome calls and retention processes. In 2005-2008, as the Director of the Sales Department in the Operations Division, he led the implementation of "Service to Sales" programme. Prior to that, he worked as the Head of Process Management Department and was responsible for process improvements using Lean and Six Sigma Methodology and as a Project Manager.



**BARTOSZ MATEJA, PRESIDENT OF THE MANAGEMENT BOARD, PROGRAFIX**  
Since 1993, he has been developing an organisation which offers a wide range of innovative tools for marketing communication. The company he manages is the leader in the comprehensive realisation of direct marketing campaigns, the handling of mailed publications, lottery competitions and promotional campaigns. He is the creator of new effective solutions in marketing operations, which have gained acclaim in Poland and internationally.



**MIEŁOŻ BRAKONIECKI, DIRECTOR FOR WEB AND MULTICHANNEL INTEGRATION, BANK ZACHODNI WBK**  
He is responsible for the development of Internet and mobile channels providing services and sales in the bank, and e-commerce and the debit card business. He is responsible, among other things, for the implementation of the strategy of sales of "clicked" products in e-banking and activating the clients to cashless payments. Doctor of human sciences.



**DAMIAN ZOZULA, EBUSINESS DEPARTMENT HEAD, CITI HANDLOWY**  
eBusiness manager with extensive experience in the area of web marketing and sales and online banking. He has been working with Citi Handlowy since 2002, and has held the present position since October 2006, where his is responsible for Internet marketing, online sales, administering www sites, e-banking and operations in social media.



**ŁUKASZ OPOKA, VICE-DIRECTOR FOR DEVELOPMENT, CUSTOMER SERVICE DESK, BRE BANK**  
He has been working in the contact centre sector for 6 years, since the beginning of his career he has been connected with BRE Bank. His first position was that of an analyst in the Department of Planning and Development. Then he was a project manager and a head of that department, in which he was responsible for the implementation and integration of Customer Interaction Center system developed by Interactive Intelligence in mBanku, MultiBank and other BRE Bank subsidiaries. Currently, his duties include customer service strategy, the shape of systemic and technological solutions in the contact centre.



**BOGUSŁAW BAJOŃSKI, PROJECT MANAGER, POLSKA GRUPA FARMACEUTYCZNA**  
A Contact Center expert with 20 years of experience in this field. He has deployed call centres in several dozen locations in Poland. He has redirected traffic from more than a dozen call centres to one location. He has built inbound and outbound teams in the scope of IT services, sales, sales support, Customer retention and debt recovery. He has managed CC with 600 positions, with 1500 staff (agents), handling 2.5 million connections per month. Since May 2011, he has been working for PGF as a Project Manager responsible for building and managing a Contact Center.



**ANNA KOBYLAŃSKA, ATTORNEY, PWC LEGAL**  
Anna Kobylańska is an attorney specialised in intellectual property law, in particular copyright law, as well as personal data protection law and consumer law. Her experience includes e-trade issues, enforcing intellectual property rights on the Internet, including, litigations regarding Internet domains, the functioning of social portals and the advertising of products and services on the Internet.



**MARCIN SPYCHAŁA, SENIOR SALES EXECUTIVE, GENESYS TELECOMMUNICATIONS LABORATORIES**  
He specialises in designing systems for the management and optimisation of an organisation's operating structures. For many years, he was connected with suppliers of management systems. Since January 2009, he has been responsible for the sales and development of a NICE Systems branch in Poland and for Central Europe. Since January 2012, he has been working in the newly-opened Polish branch of Genesys Telecommunications Laboratories.



**ALEKSANDRA KRÓL, MULTICHANNEL DIRECTOR, BRE BANK**  
She is responsible for the optimisation of sales processes in mBank and MultiBank channels. Since October 2011, she has also been responsible for the development and operation of CRM for the entire Retail Division of BRE Bank. Prior to that, she was Deputy Director for Sales in MultiBank and consultant in leading consultancy companies. Her experience includes projects for the development and implementation of comprehensive strategies, sales strategies, distribution strategies and pricing strategies for banks from CEE region.



**MARIUSZ GLIŃSKI, DIRECTOR OF E-BANKING DEPARTMENT, RAIFFEISEN BANK POLSKA**  
In Raiffeisen Bank Polska, he is responsible for the coordination of the development of e-banking and the realisation of a multichannel strategy regarding designing the solutions for customers. He was the first to implement mobile banking solutions on the Polish market, which are available today under Mobilny Bank label. He coordinates the development of new channels for clients to contact the bank, such as smartphone, tablet or video.



**CLAIRE RICHARDSON, DIRECTOR WORKFORCE OPTIMISATION SOLUTIONS EMEA, VERINT SYSTEMS**  
She has 12 years of contact centre experience. During the time her role evolved into providing training and consultancy, particularly in the DACH and Benelux regions as well as UK and South Africa. She has been advising within the sales cycle, helping to scope out solutions for very large customers with between 10,000 and 20,000 agents. Her knowledge also covers Performance Management, Quality Management, eLearning and Speech Analytics.



**ROBERT SAMBERSKI, DIRECTOR FOR CUSTOMER RETENTION, TELEKOMUNIKACJA POLSKA**  
He has been working with Telekomunikacja Polska since 2003, and has held his present position since January 2009. A graduate of Warsaw School of Economics and Warsaw University of Technology.



**12-13 April 2012**

Courtyard by Marriott Hotel  
Żwirki i Wigury 1 st.  
Warsaw

# III Customer Contact Management Summit

**YES**, I want to register for III Customer Contact Management Summit

Date: 12-13 April 2012

Price: **3495 PLN + 23% VAT** before 16 March 2012

Price: **3995 PLN + 23% VAT** after 16 March 2012

I choose to participate in the following thematic session:

**Contact Center & Customer Service**

**Multichannel Customer Contact & Sales**

Please fax to **(+48) 12 350 54 01**

1. Full name: .....

Position: .....

Department: .....

2. Full name: .....

Position: .....

Department: .....

3. Company: .....

Street: .....

Postal code: ..... City: .....

Phone: ..... Fax: .....

E-mail: .....

#### 4. Payment method:

Cash transfer  Credit card

5. Credit card type:  Visa  Mastercard  Eurocard  Diners Club

Credit Card Number: ..... Expiration Date: .....

Name as it appears on Credit Card: .....

Amount: ..... Address: .....

Signature: ..... Date: .....

#### 6. Customer data required for VAT invoice:

Company name: .....

Head office: .....

Address: .....

NIP: .....

Pursuant to the Data Protection Act of August 29, 1997 (Journal of Laws 1997, No. 133 item 833) Blue Business Media Sp. z o.o., with its head office in Warsaw (hereinafter referred to as BBM), hereby states that is the administrator of personal data. We hereby give consent for our personal data to be processed for the purposes of promotion and marketing activities carried out by Blue Business Media, its services and products offered on the market, as well as for the purposes of promoting Blue Business Media customers offers. Furthermore, we agree to receive, by e-mail, offers and commercial information relating to Informedia and its customers. Persons giving consent for their personal data to be processed shall be entitled to control the processing of data relating to them, and to correct it.

At the same time, we hereby state that we have got acquainted with participation conditions, and we bind and oblige ourselves to pay in full for the amounts resulting from this agreement.

#### PARTICIPATION TERMS:

- Conference participation fee:  
3495 PLN + 23% VAT, if registered before 16 March 2012 and paid all before 30 March 2012  
3995 PLN + 23% VAT, if registered after 16 March 2012 or paid all after 30 March 2012.
- The price covers lectures, conference materials, coffee breaks and lunch.
- The faxed or e-mailed filled-in registration form becomes the legally binding agreement between the participant and Blue Business Media and equals acceptance of the contractual obligations. The pro forma invoice is faxed on having received the registration form.
- The person signing the application form on behalf of the Applicant declares that they possess the relevant authorization to act in the name of and on behalf of the Applicant, specifically to conclude an agreement with Blue Business Media.
- We kindly ask you to make a payment within 14 days from sending the registration form and before the date of the start of the congress.
- In the case of registration before 16 March 2012 and failure to cover the full participation fee before 30 March 2012, the cost amounts to 3995 PLN + 23% VAT per person.
- Bank account:

**Alior Bank S.A., Al. Jana Pawła II 18, Warszawa  
15 2490 0005 0000 4520 7369 1425**

- The Applicant has the right to withdraw from participating on the terms and conditions indicated below. Resignation from participation should be made and sent by fax or registered e-mail.
- In the case of resignation before 16 March 2012 the Applicant is obligated to pay a service fee in the amount of 400 PLN + 23% VAT.
- In the case of resignation after 16 March 2012 the Applicant is obligated to pay the full participation costs, in the amount resulting from the agreement concluded between the Applicant and Blue Business Media.
- In the event of the lack of participation in the forum as well as the lack of the written resignation from participation in the Congress, the Applicant is obligated to pay the full participation costs in the amount resulting from the agreement.
- Default in payment shall not be unambiguous with resignation from the participation.
- A person indicated by the Applicant may participate in the Congress in lieu of the person submitted to participate.
- Blue Business Media reserves the right to change the program, the venue of the Congress as well as cancel the Congress.

Blue Business Media Sp. z o.o. with its head office in Poland, Warsaw (00-517) Marszałkowska 80 street, has been entered in the Register of Entrepreneurs, kept by District Court for the capital city of Warsaw, XII Economic Department on National Court Register under No. KRS 0000325306, NIP 7010167656, equity capital: PLN 100 000.

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