

Telecoms CEM, CRM and Retention
15th-18th March 2010
Hilton Plaza Vienna

Learn how develop a sustainable customer retention strategy

How can you develop a sustainable customer retention strategy?

IIR's Telecoms CEM, CRM and Retention conference will examine how operators are developing and adopting novel CRM and CEM approaches in order to enhance customer relationships and maximise customer retention as well as customer lifetime value.

With 11 operator case studies, an interactive workshop and a collaborative learning session, this conference is an excellent opportunity for you and your colleagues to gain valuable insights and actionable advice to build and maintain profitable customer relationships.

Share this unique networking and learning experience with your colleagues and take advantage of the special IIR Marketing Series group discount – **book one delegate at full price, and book a second delegate at 25% off the full price and a third delegate at 50% off the full price.**

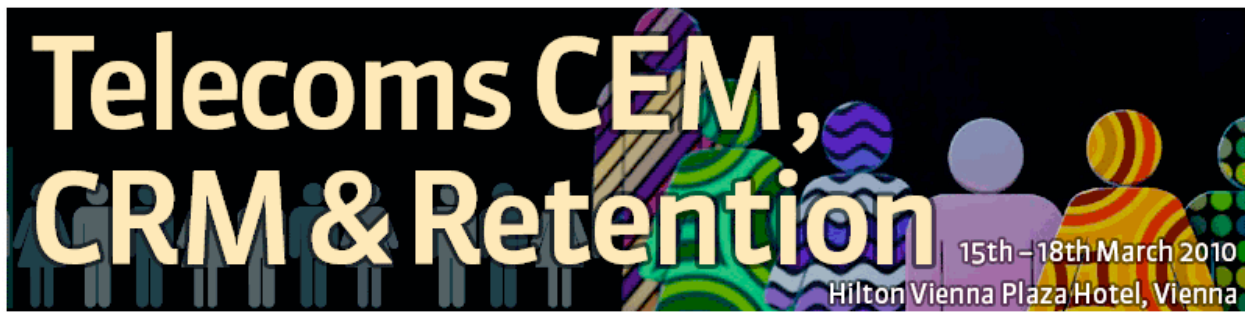
You can download your brochure from www.iir-conferences.com/retention. As you will see, you will gain practical insights and actionable advice on how to:

- “industrialise” the customer experience from **Orange France Telecom**
- measure the customer experience from **du**
- harvest customer insight from **PTC**
- leverage inbound and outbound channels to cross-sell and up-sell from **Telenor Denmark**
- integrate CRM systems, campaign management processes and data warehouses from **mobikom austria** and **One Macedonia**
- differentiate your loyalty programme for high value customers from **Mobiltel**
- improve the customer experience through Six Sigma process improvement from **Vodafone Romania**
- deploy an integrated loyalty 2.0 scheme for both mobile and fixed customers from **Telefónica O2 Czech Republic**
- collect and analyse customer data for more targeted loyalty schemes from **Telenor Serbia**
- develop and manage effective customer segmentation models to boost customer retention from **CYTA**

Don't miss out! Reserve your places today:

Email: registrations@iir-telecoms.com

Phone: +44 (0)20 7017 7483



Online: www.iir-conferences.com/retention

If you have any questions about the conference agenda or speaking opportunities, please feel free to contact me directly at kperanen@iir-conferences.com.