

# World Class SOCIAL CUSTOMER SUPPORT 2014



Solutions for the Customer Service of the Future

June 11th -12th Commerzbank Arena Frankfurt, Germany

What attendees said about the 2013 World Class Series:

"Thanks for putting on a great conference. The program was great and the crowd was excellent. I learned a lot and hopefully others could learn from my experience as well."

Peter Ferm, IT Business Analyst - Group Staff Functions, Electrolux IT Solutions, Sweden

"I think this was one of the best conferences about this topic I have been to!!

Well done with the speakers and the content!!"

Tricia Mercaldo, Director Communications & Collaboration, Turner Broadcasting, United States

"A great advantage was the ability to watch back over the presentations afterwards to recap on key points. I would highly recommend any manetch event and I look forward to the next one."

Jon Synnott, Head of Training, Two-Ten Health, Ireland



# World Class SOCIAL CUSTOMER SUPPORT 2014

June 11th-12th    Commerzbank Arena    Frankfurt, Germany  
June 11th    Evening Reception  
June 12th    Working Groups

## Attend This Year and Profit from

- 14 Best Practice Case Studies from Around the World
- Personalized Agenda and Networking Concierge Service
- Hybrid On- and Offline Community and Conference
- Structured Peer-to-Peer Matchmaking for Targeted Networking

## Key Topics such as

- The Implementing of Social Media Channels
- Mobile Device Applications for Customer Service
- Social Media and B2B
- Social Intelligence to Drive Customer Service
- Pro-active Customer Service

## Knowledge Partner



## Contributors





WEDNESDAY, JUNE 11th  
Morning sessions

SOCIAL MEDIA CHANNELS: THE NEW GENERATION OF CUSTOMER SUPPORT

09:00

Introduction by the chairman

09:15

**Set. Ready. Go! Social Care Implementation Challenges**

- Realising how the new “digital native” customer behaves and what he expects from brands on social channels
- The practicalities of setting up teams and processes to guarantee a successful operation
- Concluding with tracking and reporting tactics demonstrating the specific business benefits

**Delfin Vassallo**

Social Media Operations Manager Europe/Eurasia  
Nokia



10:00

**How Social Customer Service Can Drive Changes**

- How to get a higher customer satisfaction and retention
- Changes and innovations in social customer service
- Drive better business process improvements

**Marc Bacon**

Head of Customer Experience  
Kabel Deutschland



Kabel Deutschland

10:45

Coffee break with manetch-organized networking

11:15

**Gaining Control of and Leveraging Social Customer Data**

- Evaluating customer content from a multitude of sources
- Identifying the best communication opportunities to build engagement and brand awareness
- Analyzing own performance against competitors and applying the learnings
- Key performance indicators to watch and act on

**Cosimo Palmisano**

Vice President Product Management  
Decisyon



part of the World Class Series by



WEDNESDAY, JUNE 11th  
Afternoon sessions

## SOCIAL MEDIA CHANNELS: THE NEW GENERATION OF CUSTOMER SUPPORT

12:00

### Staying Close to Your Customers with Social Media

- Channel trends in customer assistance
- Customer driven service improvements
- Lessons learned by a large bank

**Peter Caiazzi**

Vice President Internet & Mobile Banking

**Intesa Sanpaolo**



INTESA  SANPAOLO

12:45

Lunch break with manetch-organized networking

14:15

### The Organization of Global Social Media Channels

- The importance of delivering informations to customers in their language and on time
- How to create a team across the world, a perfect internal organization and the way of working
- Challenges and problems at the beginning

**Laetitia Grammatico**

Senior Social Media Consumer Care Manager

**Philips Consumer Lifestyle**



PHILIPS

15:00

### How to Use Social Media Channels Efficiently in Call Centers

- Is it possible to make the processing of social media contacts measurable?
- How do we process the posts on high level to increase the satisfaction of our customers?
- Where are the hidden technical challenges implementing social media channels?
- How to reach a high first level solution rate without violating the privacy!

**Thomas Tantzen**

Manager Contact Management

**OTTO**



OTTO

15:45

Coffee break with manetch-organized networking

WEDNESDAY, JUNE 11th  
Afternoon sessions

## SOCIAL MEDIA CHANNELS: THE NEW GENERATION OF CUSTOMER SUPPORT

16:15

### Social Media Business @ Deutsche Telekom: Deep Dive Social Media Center and Proactive Customer Service

- Short overview about the program social media business at Telekom Deutschland
- All social media activities and initiatives of Telekom Deutschland
- Deep dive into social media center analytics & monitoring
- One of these initiatives is a proactive customer service approach

**Dr. Marco Hetterscheidt** and **Alexander Luyken**

Project Manager Social Media Center and Program Manager Social Media Business  
**Telekom Deutschland**



17:15

### Pilot Project: The Implementing of a Mobile Device Application for Customer Service

- The problem of data privacy regulations
- Chat application on Facebook
- Extension of Social Customer Service for customers using mobile devices

**Géraldine Walther**

Social Media Customer Care Manager  
**DHL Paket**



18:00

### Best Practice: How to Integrate Social Media Channels into Customer Support

- How O2 consequently follows the path of innovative service by opening the first pop-up store on Facebook
- Concepts of using the idea of multi-channel
- Enriching the advantages of social media with a sense of personal, human-to-human connection

**Michael Havas**

Vice President Customer Service  
**Telefónica**



18:45

Evening Reception

## THURSDAY, JUNE 12th

### Morning sessions

#### THINKING OUTSIDE THE BOX: "ALMOST" NO LIMITS FOR SOCIAL MEDIA

09:00

Introduction by the chairman

09:15

##### 150 Years of Bayer: Involving Customers and Employees by Social Media

- How to connect employees with social media
- Corporate anniversary festivities via social media channels
- What works and what doesn't for Bayer

##### Markus Brandl

Social Media Manager

Bayer



10:00

##### Fascination Airfreight: Why Social Media and B2B Make a Good Match

- Genuine interaction with the fans
- Interaction rates of more than ten per cent at times (PTA Index)
- One of the most interactive Facebook platforms
- How Lufthansa Cargo operates behind the scenes

##### Matthias Eberle

Director Communications

Lufthansa Cargo



10:45

Coffee break with manetch-organized networking

11:15

#### Interactive Working Groups

##### From Transaction to Engagement: Using Social Intelligence to Drive Customer Service

##### Guy Stephens

Co-Founder

FutureCare Initiative



##### A Framework For Social Customer Service Excellence

##### Martin Hill-Wilson

Author

'Delivering Effective Social Customer Service'



12:45

Lunch break with manetch-organized networking

THURSDAY, JUNE 12th  
Afternoon sessions

## THINKING OUTSIDE THE BOX: "ALMOST" NO LIMITS FOR SOCIAL MEDIA

14:15

### Data Protection and Legal Limits in Social Media

- The importance of knowing the legal limits
- What is allowed in social media channels and what are the most crucial risks?
- A German perspective in a boundless environment

**Philipp Schröder**

Lawyer

Härting Rechtsanwälte



HÄRTING 

15:00

### Social Media as Your Customer and Employee Connector

- Identifying the important social media customer feedback
- Managing negative comments & leveraging change in your organisation
- The power of the positive - using feedback to engage employees
- Learning when customers think your organisation shines and using humour and personality to engage customers

**Martha Roberts**

Head of Service Communication

Royal Mail



15:45

Coffee break with manetch-organized networking

16:15

### Social Proven: Social Customer Care in the Automotive Sector is Successful

- Managing social customer care for an automotive brand with socialBench action
- Academic evidence on the success of social customer service
- Implications and future development

**Julia Schamari**

Managing Director

make relations GmbH



**MAKE**  
relations

17:00

### Case Study: Workflow in Social Customer Management

- The management and organization of social media channels
- The main problems for the organization
- Approaches and possibilities to solve organization problems

**Prof. Dr. Katarina Stanoevska-Slabeva**

Institute for Media and Communications Management

University of St.Gallen



 University of St.Gallen

17:45

Closing panel discussion

18:15

End of the conference



## Who Will Be Attending, and Why Should You?

Social Media Channels are the future of customer support. The World Class Social Customer Support 2014 brings together the leaders of Customer Service, Communications and Social Media. They will share their experiences and explain what works for them and what doesn't. An opportunity for you to meet the Who-is-Who of tomorrow's Customer Support!

Meet the Department Heads and Project Managers responsible for:

- Mobile Customer Service • Consumer Care • Social Media Analytics • Community Management
- Social Customer Relationship Management • Social Media Engagement • Online Community
- Client Engagement • Call Center • Social Media Strategy




## Matchmaking-powered Event Experience and Unique Meeting Concierge Service

Before the conference, we ask you to fill out our questionnaire. Based on the results, we fine-tune the agenda and make a proposal for your individual conference itinerary including the sessions and the discussion partners you shouldn't miss. We even organize the meetings with other attendees, if desired.

This approach maximizes your return on time investment at the event.

Furthermore, you get free access to the manetch platform where you can arrange meetings for the conference in self-service before arriving onsite, you can download the presentations and you can continue discussing and sharing ideas after the event.

## After the World Class, Best Practices Remain Only a Click Away at manetch.com

-  See the updated priorities of the other attendees
-  Get back in touch in on- and offline meetings
-  Discover new interesting connections



part of the World Class Series by





## Profit from Expert Speakers such as



**Delfin Vassallo, Social Media Operations Manager Europe/Eurasia, Nokia:**

Delfin is a multicultural digital mind who speaks in four languages and dreams in five. For more than 20 years he has been surfing between marketing and social media initiatives; working for integrated and social media agencies as well as at global corporations, on a number of industries such as automotive, IT,

travel and hospitality, financial and banking, professional services, FMCG, retail, telecom, charities, agricultural supplies; in the UK, Finland, Italy, Spain and Mexico.

Delfin really hates those guru, maven or rock star titles; he rather aims to be just a Digital Villager, simply another inhabitant of McLuhan's global town, doing real business in the virtual world.



**Géraldine Walther, Social Media Customer Care Manager, DHL Paket:**

Géraldine Walther joined DHL in 2013 to manage and develop the Social Media customer care activities and the customer care website of DHL Germany. Before joining DHL, she used

to work for the automotive industry in several countries. In 2013 Géraldine Walther graduated from the Universities Lyon and Leipzig in a Master of Sc. French & German double degree program with specialization in Economics and Business Administration.



**Alexander Luyken, Program Manager Social Media Business, Telekom Deutschland:**

After graduating from University 2007, he worked several years for Detecon Internation-

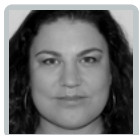
al before. He joined Telekom in 2013 and is responsible for Social Media Business. His specialities are Social Media, CRM, CEM, Customer Experience Management, Customer Service and Telecommunications.



**Thomas Tantzen, Manager Contact Management, Otto GmbH&Co. KG:**

He was born in Denmark 1971. Shortly after completing an apprenticeship as a data mechanic he moved to the OTTO headquarters in

Hamburg. Since then, his profession is dealing with communication technology for the direct customer contact. Since 2013 he is manager of the Contact Management team.



**Laetitia Grammatico, Senior Social Media Consumer Care Manager, Philips Consumer Lifestyle:**

Laetitia is passionate about listening to consumers. After over 10 years in consumer research, helping major multinationals improve their products and experience based

on consumer feedback, she decided to focus fully on what consumers are saying on social media. Within Philips, she is responsible for the way Philips provides service to consumers on social, and is part of the social media team working on strategy and operations to make Philips a truly digital company.

## Profit from Expert Speakers such as



### **Matthias Eberle, Director Communications, Lufthansa Cargo:**

After taking his school leaving certificate (Abitur) and completing an apprenticeship in business administration, he studied business management, specialising in taxation, at the Technical University in Worms. He began his journalistic career as an internee at the Mannheimer Morgen regional newspaper in 1996, subsequently working as a sports editor on the newspaper. In 1999, Matthias Eberle moved to the Handelsblatt, Germany's leading business and financial newspaper based in Dusseldorf, where he occupied diverse positions, initially

as a reporter specialising in sport and the leisure industry and later as team leader focusing on aviation and tourism in the newspaper's "Companies and Markets" division. From 2006 to 2010, Matthias Eberle was the USA correspondent of the Handelsblatt based in New York. On his return to Germany, he took over as foreign editor of the Handelsblatt with responsibility for coordinating daily reports from around the world. Matthias Eberle joined Lufthansa Cargo as head of corporate communications on 1 April 2012. At that post, he is responsible for media and public relations as well as the company's internal and marketing communications.



### **Guy Stephens, Founder, Where Social Media meets Customer Service-LinkedIn group:**

Guy has been working in the social customer care space since 2008, when he set up the use of social customer care at The Carphone Warehouse (The Phone House). He was described by Dr Dave Chaffey as 'one of the world's leading thinkers' in this space, and as an 'early adopter' by Business Week. He was

recently voted by Huffington Post as one of the Top 100 Most Social Customer Service Pros On Twitter (#27). He now works as a Consultant at IBM, and before this was at Capgemini, The Carphone Warehouse and Mars. Guy is an avid Tweeter (@guy1067), blogger (Beingguy1067.com), runs various social customer care leaderboards, and sits on the Advisory Board of several companies.



### **Marc Bacon, Head of Customer Experience, Kabel Deutschland:**

Since 2012 Marc Bacon is Head of Customer Experience at Kabel Deutschland. He is responsible for Customer Experience Manage-

ment and the communications and satisfaction for the B2C segment. Before joining Kabel Deutschland, he worked in the CRM field and Marketing at Schörghuber Unternehmensgruppe, Jamba, Adidas, Fullsix Group, Lindner Hotels and Jochen Schweizer, among others.



### **Michael Havas, Vice President Customer Service, Telefónica:**

Michael Havas has several years of experience in customer service and online gained through different leading functions in several companies. His background and experience make him a specialist in marketing, branding, international online strategy, new media and customer experience. In the last years focusing on new digital media and online, he developed several brand- and marketing strategies for different European markets during the last years. Starting his career building up the customer care

center for Austria's biggest publishing company Verlagsgruppe News, he changed to the telecommunication sector. He joined Telekom Austria Group as Group Director Customer Service and Online in March 2010, coming from Telekom Austria where he was Head of Marketing Online. As the Group Director he was responsible for the development and execution of the international service, online and digital brand strategy. In his current position as Vice President Customer Service at Telefónica Germany he is responsible for the service experience of 25,4 million customer.

## Profit from Expert Speakers such as



**Martin Hill-Wilson, Owner, Brainfood Consulting:**

Martin is a long standing member of the UK customer service community. He has served as

consultant, facilitator and CEO and is specialized in customer strategies. He also participate as keynote speaker, blogger and author. Find his latest book "Delivering Effective Social Customer Service" at your local Amazon.



**Prof. Dr. Katarina Stanoevska-Slabeva, Professor, University of St. Gallen:**

Prof. Dr. Katarina Stanoevska-Slabeva is Associate Professor at the Institute for Media- and Communications Management of the Universi-

ty of St. Gallen. Her research focuses on social and mobile media and their implementation in marketing and corporate communication. She received her PhD and post-doctoral qualification at the University of St. Gallen. Since 1997 she is also vice-director of the institute.



**Martha Roberts, Head of Service Communication, Royal Mail:**

She has worked for Royal Mail for over 10 years in operational and customer service roles.

Royal Mail is a huge and changing organisation, with over 150,000 employees across all parts of our UK and international operations. New and developing markets, changing customer expectations, regulation and ownership all affect the way we do business. During the last few years Martha has led the deployment of multi-channel service support for customers, making service more accessible and responsive to customer demand including integrating twitter as a core customer service channel.

She works as part of the customer service ex-

ecutive management team for a unit managing 7 million business and personal customer contacts a year. She has responsibility for customer communications, providing customer advice for Royal Mail's UK customer base as well as support for Royal Mail's customer facing sales and service teams.

Royal Mail has successfully used twitter to support customers for over three years, interacting with many thousands of customers every month. Along the way it has found out more about its customers, its company and how customers feel about our organisation. Social media is now an integral communication and support channel in customer services and has become a useful tool and customer connector.

## Profit from Expert Speakers such as



**Julia Schamari, Managing Director, Brainfood Consulting:**

Julia Schamari is Managing Director of make relations GmbH, an agency for innovative dialogue marketing. Before co-founding make relations in October 2013 she worked as Account Director and Head of Social CRM at gkk DialogGroup and Scholz & Friends iDialog.

Julia Schamari is a proven expert in social CRM and customer dialogue in social media - especially in the automotive sector. By the end of June 2014 she will obtain her doctorate from EBS Business School in Oestrich-Winkel for her research on the effects of social customer service on customers and their service satisfaction.



**Cosimo Palmisano, Vice President Product Management, Decisyon:**

Cosimo is a Telecommunication Engineer and an expert in Data Mining and Customer Relationship Management, with 10 years experience in applying predictive statistical models on big data. In March 2011, Cosimo founded his first start-up in the Social CRM space called Ecce Customer (now called Decisyon/Engage). In April 2011, Ecce acquired its first 3 customers (Alpitour, Telecom, Unicef). The Ecce business idea led to a grant from the Ful-

bright Commission in 2009. The grant allowed Cosimo to spend 9 months in Silicon Valley (California) to attend Tech Entrepreneurship courses at Stanford, Berkeley, and Santa Clara University, pitching the Ecce business plan to investors and potential partners, and finally becoming one of the first hires of Decisyon in the United States. The TR35 Journal from MIT (Boston) in 2010 selected Ecce as one of the 10 most innovative ideas in Italy, and in 2011 Ecce was given a prize by the ItaliaCamp foundation as "10 idee per l'Italia".



**Philipp Schröder, Lawyer, Härting Rechtsanwälte:**

Philipp Schröder is Partner at HÄRTING Rechtsanwälte where he is working as an

expert in E-Commerce and Social Media. Frequently he is publishing in various professional journals and holds speeches on this topic.



## Supported by Media Partners such as



**MOBILE BUSINESS** is the great trend magazine for decision makers and employees who consider "mobile working" as productivity gain for colleagues and prospective company success. The magazine reports on the effective use of mobile solutions in business. It addresses decision makers for mobile

solutions as well as sales and distribution managers. **MOBILE BUSINESS** is modern, very practice-oriented and provides a competent consulting and decision basis for mobile management - including reports about trends, market developments, innovations and products.



**FUTUREBIZ** is one of the leading Social Media and digital marketing business blogs in Germany. Its focus is on trends, strategies and daily news as well as connecting the world of social

media, social commerce and digital marketing with the needs of brands and companies.



**The Institute of Customer Experience Management** is a network of experts and technology providers in the field of innovative customer relationship management.

ence in different operative and strategic activities in customer experience management we know the realities and are result-oriented.

We bring together research, technology and consulting to develop a new and future-oriented solution focused on your needs.

By bundling all the competencies we offer a complete solution package for the perfect design and management of your client contacts. We consult, develop concepts, help you to find the right technology, choose the perfect employee, train and optimize.

We are sparring partner, moderator, mediator and inspiration. With a lot of years of experi-



**Lots of Ways** is a PR agency in Stuttgart and is specialized in online communication with and without social media, dialog between clients and stakeholders and crisis prevention. Is it possible to predict and measure a surge

of indignation - or as experts say "shit storm"? Yes, with the processes and strategies of Lots of ways! Find out more about clients and projects at [www.lotsofways.de](http://www.lotsofways.de).



**e-commerce Magazin** is a magazine for anyone who wants to participate in e-commerce. This means that you want to trade goods, services and products on the internet: it covers the entire chain of selecting, offering, search-

ing, purchasing, selling and paying. **e-commerce Magazin** is aimed at decision makers and strategists in sales, marketing, advertising and communications.



## Supported by Media Partners such as



The first German **Social Media Magazine** deals with all topics related to Web 2.0 and social media. In addition to the treatment of current issues, the magazine explores new trends and shows the opportunities and potential hazards in dealing with the social web. All articles were written by renowned scientists from the Department of Information Science and

professionals in the information industry. Here, the critical consideration of cost and benefit is in dealing with new issues, trends and technologies in the foreground of each contribution. Practical contributions provide the reader with an added value, all topics are generally developed by a team of specialists under the premise of feasibility.



**etailment.de** reports independently, capably and critically about current trends and developments in the e-commerce and multichannel

business. etailment.de concentrates on future-oriented ideas and takes on an important filter function in today's mass of information.



The **Call Center Verband Deutschland e.V. (CCV)** is the largest interest group platform of the call center industry in Germany. With around 300 member companies, the CCV represents more than 140 000 employees and approximately 35% of all jobs in German call centers and is therefore the largest industrial association in Germany. At the heart of its

work is the exchange of experience and information at regional, national and international level. At the same time, the CCV has taken it upon itself to focus the interest groups in the continuously developing call center industry and to be an expert partner for interest groups, multipliers and media.



## Registration (fax to +49-30-20898-1389 or email to [events@manetch.com](mailto:events@manetch.com))

Please choose your delegate pass and enter your information below to register as a World Class Social Customer Support 2014 attendee.

- Onsite Pass (full access to conference as well as full access to conference materials and delegate matchmaking)  
€ 990.00
- Online Pass (no access to conference, but full access to conference presentations, session videos and delegate matchmaking)  
€ 450.00

## Contact Information

-----  
First name

Last name

-----  
Job Title

Company

-----  
Street Address

City

State

Zip Code

Country

-----  
Phone Number

Email

-----  
Special Requirements

Discount Code

## Payment Information

- Invoice

-----  
 Credit Card #

Expires

Security Code

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VAT #

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Separate Billing Contact

-----  
Signature

Date

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## Terms and Conditions

### § 1 Services

Manager eMatch GmbH (manetch), Bamberger Str. 31, 10779 Berlin, Germany, operates a global platform for knowledge and experience exchange among the global business community. The following Terms and Conditions regulate the contractual relationship between the delegate of the World Class Social Customer Support (event) and manetch. Any diverging Terms and Conditions of the participant shall have no validity.

### § 2 Registration

The delegate is entitled to use manetch services after the acceptance of the delegate registration form has been confirmed by manetch.

### § 3 Cancellation

Cancellation may be in writing only and made with full refund at any time up to 14 days before the start of the event. After this period, half of the delegate fee shall be retained by manetch. If the delegate fails to show up at the event, or cancels on the day of the event, the full delegate fee shall be retained. manetch will be pleased to accept an alternative participant at no extra charge at any time.

### § 4 Liability

manetch reserves the right to replace speakers if circumstances require and to make any necessary changes to the programme, while preserving the overall character of the event. The delegates shall be notified without delay in the event of a cancellation due to force majeure, the indisposition of a speaker, problems arising at the venue or an insufficient number of delegates. Cancellation due to an insufficient number of delegates shall be announced no later than two weeks prior to the event. Under such circumstances, the delegate fee shall be refunded. No claims for reimbursement of travel expenses and accommodation costs, or for compensation due to lost working time, shall be accepted unless such costs are the result of grossly negligent or wilful behaviour on the part of manetch.

### § 5 Copyrights and Recordings

All our conference documents are protected by copyright. Participants are only granted simple, non-transferrable rights of usage for personal purposes. Participants and third parties are not permitted under any circumstances to alter or make editorial changes, either in whole or in part, to the conference documents, or to use amended versions thereof, to copy them for third parties, to make them available to or release them to the public, to post them on the internet or on any other network, whether for payment or not, to imitate them, sell them on or use them in any way for commercial purposes. Copyright notices, trademarks or other identifying marks must not be removed. By registering, the customer agrees to the photos as well as video and audio recordings of manetch at the event. manetch retains all the rights to the recordings.

### § 6 Charges and Conditions of Payment

The delegate pays a fee as set forth in the manetch delegate registration form. The fee is to be paid in full immediately after receiving the invoice. If the delegate is in default of payment, manetch shall be entitled to demand late payment interest to the amount of 5% above the base lending rate. manetch reserves the right to exclude certain methods of payment on a case by case basis. Payments may not be made by sending in cash and manetch shall not be held liable for any losses arising therefrom.

### § 7 Value-Added Tax

Payment or payment rates as specified in § 4 shall be net. Companies based in Germany shall pay them plus value-added tax at the applicable statutory level.

### § 8 Final Provisions

German law shall apply to the exclusion of the UN Convention on the International Sale of Goods. The parties consent to the exclusive jurisdiction of the courts of Germany.



DON'T FORGET TO REGISTER

[CLICK HERE TO SECURE YOUR PLACE](#)



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