

For further details about the ETIS CRM Conference, please return this form to:

ETIS, Richard Sitruk, Director External Relations & Major Events

Address: Avenue Louise 331, 1050 Brussels, Belgium - Fax: +32 2 2192628

Last & First Name:

Company:

Address:

Telephone: Fax: E-mail:

Please tick your answers:

- ☐ I would like to book 1 seat @ 500 EUR / 750 CHF for ETIS members, CAWICOMS & Colloquia affiliates or @ 800 EUR / 1,200 CHF for non-ETIS members (these prices include meals and coffees for 200 EUR / 300 CHF including VAT).
- ☐ I would like to receive the invitation and the agenda.
- ☐ I would like more information about ETIS.

Watch out: 10% discount for registrations received before 30/09/02 and 20% discount for the 4th and subsequent delegate from the same company.

For information, please contact:

ETIS

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Co-organisers

CAWICOMS Project
Colloquia

On-line Information

Please take the time to visit our website:
<http://www.etis.org/news/crmzurich.htm>
for more information about this event.

Sponsors

Interested in sponsoring this event? Please contact
Richard Sitruk at rs@etis.org.

Gold sponsor



Global CRM Conference

27th - 29th November 2002

Zurich, Switzerland

Join us in Zurich at our international CRM event!

The Power of Knowledge
Implementing business knowledge
through customer knowledge and
requirements

Organised by ETIS,
CAWICOMS and Colloquia



Who will be there?

Our keynote speaker will be **Ron Swift, Vice President Strategic Customer Relationships, Teradata (a division of NCR)** and we will have a set of exclusive speakers from the IT, telecom and banking industries.

Who can benefit?

Experts and managers from the worlds of service industries such as telecommunications, banking, insurance and IT, business and marketing, and in particular CRM experts and managers.

Why should you be there?

To enable CRM to become a part of the complete business process in your organisation.
To achieve a sustainable competitive advantage.

Venue

Renaissance Zurich Hotel
Talackerstrasse 1
8152 Zurich-Glattbrugg
Switzerland



When ETIS organised its first CRM event in Groningen, the issue was regarded not simply as a buzzword, but as an approach for transforming the telecom industry. Our main goal at this event was to help telcos successfully tackle the challenge of moving from PRODUCT centric to CUSTOMER centric by analysing the impact of this on technology, organisations and business models.

Nowadays, the convergence between mobile services, the Internet and web technology is creating fantastic opportunities for CRM systems and technologies. Convergence between telephony and the Internet, along with the integration of web architecture into existing IT architecture, is pushing CRM into the world of e-commerce.

This second CRM conference, organised jointly by ETIS, CAWICOMS and Colloquia, will help you to manage the complexity of CRM and understand the major impacts of designing and implementing a comprehensive CRM strategy in your organisation. It will help you in assessing your knowledge and behaviour, and also the interface between you and your customer. It will address the key success factors in building the best IT architecture based on state-of-the-art technology, and will help in identifying the most appropriate solutions to be customised for your own needs. It will continue to mirror the changes taking place in the telecom and major industry sectors, particularly the convergence of telecommunications, IT and information contents. It offers a unique opportunity to benefit from the actual experiences of a selected team of practitioners and experts. The conference will enable participants to examine how different strategies and technologies can ensure that telecom companies maintain their competitive advantage. It will also focus on new web-services implementing innovative solutions to match business requirements through automatic configuration processes (CAWICOMS). This should help demonstrate how to better match customers needs and requirements with on-line offered solutions and how to increase Customer satisfaction and loyalty.

What are the key topics?

- CRM in the business process as a whole: where do business and customer knowledge meet?
- CRM as an integrated part of a company strategy.
- CRM solutions in the future: solutions for all customers (Corporations, SMEs, ...)
- Interface with billing as a marketing tool.
- Interface with customer care and billing (back to front office integration).
- Systems integration and migration.
- Managing and controlling the CRM stream.
- Knowledge management and managing cultural change (from subscriber to customer).
- Call centres, contact centres: the challenge of integrating multimedia technologies.
- How to track customer behaviour in a mobile environment.
- E-CRM vs. CRM: how to use new mobile technology for tracking customers' behaviour.
- CRM and individualised services

Covered in this module:

- CRM systems of the future.
- Meeting the challenge of CRM in the 21st Century.
- The CRM approach as a marketing tool – integrating CRM into e-telco strategy.
- The place of customer care and billing in today's telcos.
- DataWarehousing and CRM.
- CRM in a new mobile Internet context.
- CRM process and structure in a competitive market.
- CRM and the supply chain: from e-CRM to e-commerce.
- Designing and implementing CRM systems: challenges and opportunities.
- CRM and your customers.
- Customising CRM solutions.
- Case Studies (cost of ownership, design & implementation).
- Online advising and personalised customer interaction