

Customer Segmentation & Churn Management

28th November – 1st December 2011
Cophthorne Tara Hotel, London

Learn how to optimise the relevance of your customer segmentation and develop targeted campaigns to enhance the customer experience, reduce churn and maximise ARPU

Hear 18 key operator case studies from across Europe and The Middle East:

Head of Segment Customer Experience,
Telefónica O2 UK

Head of Retention & Loyalty Communications,
BT

Vice President – Customer Relations,
Türk Telekom

Head of PAYG Retention & Loyalty,
Virgin Mobile

Head of Rules Engines and Prediction Models Department,
Deutsche Telekom AG

Head of Customer Insight & Advocacy,
Orange Business Services

Head of CRM & Loyalty,
Hutchison 3G Denmark

Group Marketing Director,
Etisalat

Head of Customer Analysis,
TDC Denmark

Head of Strategy & Business Intelligence,
DNA Finland

Head of Customer Base Management,
Eircom

Head of Customer Retention,
Telekom Serbia

Marketing Director - Segments,
Zain KSA

Director, Pricing & Research,
Etisalat Nigeria

Senior Specialist – Customer Information Management,
Turkcell

Chief Executive,
Orange Customer Service

Key issues to be addressed:

- ▶ Learn how to use your segmentation results to develop highly relevant campaigns to improve the customer experience and reduce churn
- ▶ Establish how to reduce the complexity and maximise the cost-effectiveness of your segmentation strategies
- ▶ Understand how to leverage customer value management to increase ARPU whilst minimising churn
- ▶ Determine how and when to develop customer loyalty campaigns to achieve the best ROI



"In an increasingly competitive environment, operators must treat their customer base as their primary asset. This event will outline practical steps for developing effective customer retention strategies - both proactive and reactive."

Simon O'Rourke, Head of Customer Base Management, **Eircom**



"Delegates will gain insight into what works and what doesn't work in customer loyalty programmes. They will also learn how to build a relationship with the customer earlier in their lifecycle to radically reduce churn."

Stine Kjær, Head of CRM & Loyalty, **Hutchison 3G Denmark**

Take advantage of the additional learning opportunities:

Pre-Conference Workshops Monday 28th November 2011

Examining how to optimise the relevance of your segmentation models and resulting campaigns to meet your customers' needs and maximise ROI

Examining how to predict your customers' behaviour and leverage this to dramatically improve the effectiveness of your marketing, sales and customer service

Post-Conference Workshop Thursday 1st December 2011

Establishing how to build a customer experience programme that will radically reduce churn rates

Sponsor:



In an aggressively competitive telecoms market, do you need to learn how to use your customer data and segmentation as key differentiators to reduce churn?

Do you want to know how to leverage your segmentation results to develop highly relevant campaigns that enhance the customer experience and increase ARPU?

If so, come and find expert insight and inspiration at **Telecoms IQ's Customer Segmentation & Churn Management** event. This is a unique opportunity to hear from **18 departmental heads and directors from operators** who are leading the way in optimising their segmentation strategies and reducing churn.

Discover first-hand how to develop actionable segmentation models and build personalised campaigns that accurately target the needs of your customer segments. Plus, hear which customer experience and loyalty programmes are making a radical difference to churn rates.

You will learn from proven examples of how to successfully manage the transition to becoming a customer-centric organisation. Hear how to win management buy-in and engage your staff to deliver on your KPIs.

The programme will be led by senior experts, including:

- **Karen Birchall**, Head of Segment Customer Experience, **Telefónica O2 UK**
- **Haktan Kiliç**, Vice President – Customer Relations, **Türk Telekom**
- **Olivier Mourrieras**, Head of Customer Insight & Advocacy, **Orange Business Services**
- **Sudesh Jog**, Head of Retention & Loyalty Communications, **BT**
- **Isabelle Hajri**, Group Marketing Director, **Etisalat**
- **Darren Ball**, Head of PAYG Retention & Loyalty, **Virgin Mobile**
- **Stine Kjær**, Head of CRM & Loyalty, **Hutchison 3G Denmark**
- **Ivana Dingarac**, Head of Customer Retention, **Telekom Serbia**

Reserve your place today and learn how to leverage your data to hold on to your customers in a saturated market and differentiate yourself using winning customer experience and loyalty programmes.

Call: +44 (0) 20 7368 9737 or email: telecoms@iqpc.co.uk
I look forward to seeing you in November,

Julie Coates
Conference Producer
Customer Segmentation & Churn Management

**REGISTER NOW
TO SAVE
UP TO €800**

Top five reasons to attend Customer Segmentation & Churn Management:

- ▶ Benefit from first-hand insight from **18 cutting edge operator case studies led by departmental heads and directors**
- ▶ Learn how to develop highly **relevant and actionable segmentation** strategies for business, consumer, post paid and prepaid customers
- ▶ Understand how to leverage your segmentation results to **drive ARPU whilst minimising churn**
- ▶ Take part in interactive sessions to brainstorm with peers how to use the **customer experience as a key differentiator** to prevent churn
- ▶ Establish how to **secure buy-in at all levels** for your customer loyalty programmes and overcome the cultural challenges of becoming customer-centric

Take advantage of the exclusive media centre where you will find podcasts, articles and case studies
www.segmentationandchurn.com

Pre-Conference Workshop – Monday 28th November 2011

Registration and coffee will begin at 09:30.

10:00-13:00 - Examining how to optimise the relevance of your segmentation models and resulting campaigns to meet your customers' needs and maximise ROI

In this workshop, you will learn how to enhance the relevance of your segmentation models and ensure that they are actionable in order to improve the effectiveness of your campaigns. Take advantage of this interactive session to share experiences with peers and benchmark your segmentation strategies against best practice.

Visit the event website for updates on the workshop leader: www.segmentationandchurn.com

13:00-14:00 - Lunch

14:00-17:00 - Examining how to predict your customers' behaviour and leverage this to dramatically improve the effectiveness of your marketing, sales and customer service

This is not a lecture on consumer analytics and data mining; this is a hands-on session about how to improve your metrics on customer retention, up-take and marketing campaign ROI! You will take home actionable ideas on how to more accurately predict the behaviour of new and existing customers in terms of churn, response to offers, pricing and discounts, and word of mouth marketing.

Analyx will introduce three alternative approaches for optimising your marketing decisions by improving how you predict your customers' behaviour:

- Learning from customers' past behaviour and using this to predict their future behaviour
- Simulating entire telecoms markets in order to test marketing scenarios without any risk
- Exploring how to use the collective intelligence from your organisation to improve the accuracy of your predictions

Led by Sascha Stürze, Managing Director, **Analyx**

Analyx creates value for its clients through analytics-driven consumer understanding. We predict consumer behaviour using truly novel data-driven approaches bundled with the collective wisdom of organisations.

Sascha has 10 years experience in cutting-edge analytics and impact-oriented strategy consulting. He started his career at McKinsey & Co. and later founded Analyx serving Fortune 500 clients in Europe and the US, including multiple leading telecoms providers.

Register now @ www.segmentationandchurn.com

Conference Day One: Tuesday 29th November

08:30	Registration and coffee	12:20	Roundtable Discussion Session – Part I: How can you enhance your understanding of, and engagement with, your customers to reduce churn? Delegates will have the opportunity to participate in two out of three discussion sessions. At the end of each session, the facilitator for each group will summarise the key findings before opening up the discussion to the floor. Topic 1: What do you need to know to gain an intimate understanding of your customers? Topic 2: How can you collect the information required to understand the needs and expectations of your customers? Topic 3: How important is it to develop an emotional connection with your customer to increase loyalty in today's market and how can you do it?
08:55	Welcome address Julie Coates, Conference Producer, Telecoms IQ	13:20	Lunch
09:00	Opening remarks from the Chair followed by a speed networking session	14:20	Determining how to leverage a customer segmentation tool to dramatically reduce churn • Establishing how to develop a customer segmentation tool in order to minimise churn • Examining how and when to use automated segmentation to reduce the complexity of segmentation whilst optimising its relevance • Understanding and overcoming the challenges of implementing a segmentation tool • Determining how to quantify the impact of your segmentation tool on churn reduction and costs For speaker updates, please visit www.segmentationandchurn.com
09:20	Establishing how to use your customer data and segmentation to enhance the customer experience and minimise churn • Defining the needs and expectations of your different segments to ensure you deliver a consistent and optimal customer experience • Leveraging the multiple sources of customer data for each segment and making the case for developing a single view of the customer to understand their overall experience • Overcoming the challenges of providing a consistent customer experience across multiple touch points in order to minimise the propensity to churn • Understanding how to link customer experience feedback with staff compensation and bonus plans to incentivise improvement Beata Kovacs, Head of Rules Engines & Prediction Models Department, Deutsche Telekom AG	14:50	Introducing the “Zain Super” Success Story: Exploring how Zain KSA have positioned their tariff plan to increase retention and market share in the prepaid and post paid segments • Exploring how Zain are managing the impact of aggressive competition on new launches and campaigns • Examining how Zain have developed a unique “Zain Super” brand that stimulates usage by reducing the call tariff by half • Determining how Zain have ensured the right positioning for the tariff plan and how the re-launch campaign has helped to - Boost sales and acquire additional market share in the prepaid and post paid markets - Increase ARPU Shukri Eid, Marketing Director - Segments, Zain KSA
09:50	Examining and leveraging the relationship between segmentation, churn management and the customer experience throughout a customer's lifetime • Establishing the link between loyalty, churn and the customer experience • Understanding how to measure the customer experience at different stages of the customer lifecycle - Developing KPIs to reflect this • Examining how to use segmentation as a starting point for developing and enhancing the customer experience • Scrutinising different ways to manage the customer experience within different product areas in order to radically reduce churn - TV - Post paid - Mobile data Sari Heinonen, Head of Strategy & Business Intelligence, DNA Finland	15:20	Learning from Orange Business Services' experience of developing a customer loyalty programme that has driven new revenue opportunities This presentation will discuss how Orange Business Services have developed and implemented a new customer loyalty programme and will evaluate the significant results they have achieved to date, particularly in terms of generating new business opportunities. The speaker will also discuss the segmentation model they have used to effectively target their customers and drive revenue growth. Olivier Mourrieras, Head of Customer Insight & Advocacy, Orange Business Services
10:20	Determining how Turkcell are leveraging behavioural segmentation and micro segmentation to increase ARPU • Examining the criteria that Turkcell are using to segment their customers - Customer value - Customer behaviour • Establishing how Turkcell are developing behavioural triggers and leveraging them to increase ARPU and reduce churn • Analysing how Turkcell are using micro segmentation to optimise the relevance of their campaigns and gain a better insight into their customers • Understanding how Turkcell are acting on their segmentation results in real time and developing relevant offers Gokhan Koc, Senior Specialist - Customer Information Management, Turkcell	15:50	Afternoon refreshments
10:50	Morning refreshments	16:20	Determining how Etisalat have introduced innovative and targeted offerings for different segments to secure their market share in an oversaturated market <i>This presentation will disclose the details and results of a cutting-edge programme that was launched in July 2011</i> • Establishing how Etisalat have developed 360° offers that go beyond typical telecoms offerings • Examining how Etisalat are using built-in loyalty features to secure retention from the day that a subscriber signs up • Scrutinising case studies from two different segments - High value customers - Youth customers Isabelle Hajri, Group Marketing Director, Etisalat
11:20	Establishing how Orange Customer Service are radically improving their customer segmentation strategy Orange Customer Service (OCS) was established in 2010 and is dedicated to the pursuit of comprehensive customer service for Poland's largest fixed-line operator, TP, and the largest mobile operator, Orange. OCS supports approximately 20 million customers from the TP Group. This presentation will discuss their customer segmentation strategy and how they are leveraging it to deliver real business benefits. Jakub Kłoczewiak, CEO, Orange Customer Service	16:50	Determining how and when to develop customer loyalty campaigns to achieve the best ROI This presentation will explore how to develop and leverage a customer loyalty programme to radically reduce churn. The speaker will also examine how to introduce your customer loyalty campaign earlier in the customer's lifecycle in order to prolong their lifetime. By drawing on examples of loyalty programmes implemented at TMN Portugal, you will benefit from first-hand insight into what works and what does not work when designing and enhancing your customer retention campaigns. Paulo Damiao, Manager of Loyalty & Retention for Mobile Voice, TMN Portugal
11:50	Exploiting data mining and segmentation strategies to optimise lifetime value within your prepaid customer base • Understanding how to overcome the lack of data for your prepaid customers in order to develop an effective segmentation and churn management strategy • Determining what data to extract from your network for use in your prepaid segmentation campaign - Network activity - Service usage - Top-up behaviour • Establishing how Virgin Mobile are using the results of their segmentation campaigns to cross-sell with Virgin Media's product holdings, such as broadband and TV, in order to stimulate usage and maximise lifetime value • Understanding how to develop and improve the accuracy of your churn prediction model within the prepaid customer base • Examining how Virgin Mobile are continuously analysing and reporting on their campaign results and adjusting their offerings accordingly • Leveraging the results of your segmentation strategy to identify prepaid customers to migrate to post paid - Tailoring your direct marketing to stimulate that migration Darren Ball, Head of PAYG Retention & Loyalty, Virgin Mobile	17:20	Closing remarks from the Chair
		17:30	Networking drinks reception

Conference Day Two: Wednesday 30th November

08:30 **Registration and coffee**

09:00 **Opening remarks from the Chair**

09:10 **Learning from TDC Denmark's experiences of developing a Customer Experience Programme that delivers increased customer satisfaction, loyalty and sales**

- Determining how TDC Denmark have developed a measurement system that can continuously monitor the customer experience
- Understanding how TDC Denmark are using their measurement system to proactively predict churn
- Establishing how TDC Denmark are managing and monitoring a culture change among their employees to become a truly customer-centric organisation
- Examining how TDC Denmark are changing their KPIs and incentives structure to drive a change in culture
- Determining how TDC Denmark have established a link between customer KPIs and operational KPIs
- Discussing the key stages that TDC Denmark have gone through to date and what lies ahead for the customer journey

Søren Smit, Head of Customer Analysis, TDC Denmark

09:40 **Establishing what KPIs to use to measure the customer experience across different segments and how to incentivise your staff to deliver them**

- Understanding how to manage the transition from using business-centric KPIs to using customer-centric KPIs
 - Examining how to change people's mindsets accordingly
- Establishing how to use the customer lifecycle to understand and measure staff performance across the end-to-end experience
- Assessing how to incentivise your staff to reflect your business KPIs
 - Examining how O₂ are bringing this to life internally through a Fan Club recognition scheme that rewards the right behaviour
- Determining how O₂ decided which KPIs to use to measure and enhance the customer experience
- Analysing the importance of rational and emotional factors when measuring the customer experience
- Examining how O₂ are developing a balanced scorecard that takes account of new channels, such as social media, that are important to their customers

Karen Birchall, Head of Segment Customer Experience, Telefonica O₂ UK

10:10 **Identifying the drivers behind churn and determining how to act on them**

- Assessing how to develop effective churn triggers
 - Establishing how to act on them to prevent churn
- Developing and leveraging a single view of the customer and a total customer lock-in strategy
- Determining how to identify and engage with customers who have unvoiced complaints before they churn
- Examining how to drive a change programme that engages all divisions and touch points to ensure a consistent customer experience
 - Sales - Pricing - Customer service
- Determining when it is profitable to save a customer from churning and when it is more profitable to let them go

Simon O'Rourke, Head of Customer Base Management, Eircom

10:40 **Morning refreshments**

11:10 **Exploring how Hutchison 3G Denmark have launched an innovative new customer retention tool based on product segmentation**

Find out the results and lesson learnt from Hutchison 3G Denmark's innovative 3Bonus customer loyalty programme launched in July 2011

- Establishing how Hutchison 3G Denmark have developed a customer-oriented and automated Customer Lifetime Programme (CLM) that builds a relationship with the customer early in their lifecycle
 - Using KPIs based on churn reduction and ARPU
- Comparing the results of the new CLM programme based on behavioural segments, with the old programme which is based on product segments
 - Examining the extent Hutchison 3G Denmark have increased their retention rate by using this programme
- Exploring how Hutchison 3G Denmark have implemented a new customer retention strategy that is differentiated from their customer acquisition strategy
 - Rewarding existing customers with discounts and new handsets depending on how long they have been on the network

Stine Kjær, Head of CRM & Loyalty, Hutchison 3G Denmark

11:40 **Examining how to enhance brand perception and leverage it to increase customer loyalty**

- Understanding the importance of brand perception today and what actions you can take to enhance it
- Examining how to communicate your brand to different customer segments
- Determining how to stimulate brand affinity
- Analysing how to measure the impact of brand affinity on customer loyalty and retention
- Establishing how to plan your future brand strategy and justify the expenditure to the board

For speaker updates, please visit www.segmentationandchurn.com

12:10 **Roundtable Discussion Session - Part II: How can you radically improve the customer experience and use it as a differentiator to prevent churn?**

Delegates will have the opportunity to participate in two

out of three discussion sessions. At the end of each session, the facilitator for each group will summarise the key findings before opening up the discussion to the floor.

Topic 1: What does good customer experience look like and what KPIs should you use to measure it?

Topic 2: How can you secure top-level buy-in to your customer experience programme and roll out the business transformation required to become truly customer-centric?

Topic 3: How can you justify and enable a single view of the customer to improve the customer experience and reduce churn?

13:10 **Lunch**

14:10 **Understanding how Türk Telekom developed and leveraged a churn management strategy to radically improve customer retention whilst making operational savings**

- Examining how Türk Telekom are identifying churn drivers for different segments and using them to create effective retention offers
- Understanding how Türk Telekom are differentiating their retention offers for different customer groups
 - Discounts for low value customers
 - Adding product value for high value customers
- Analysing how Türk Telekom are executing their churn management strategies through
 - Face-to-face channels - Call centres
- Establishing how Türk Telekom are managing resource allocation for each segment to maximise the ROI
- Determining how Türk Telekom used their churn management strategy to achieve a significant reduction in their churn rates and substantial financial savings

Haktan Kiliç, Vice President - Customer Relations, Türk Telekom

14:40 **Determining how Telekom Serbia have developed effective customer benefit programmes to increase retention on a limited budget**

- Understanding the key strategies for identifying your most valuable customers
- Establishing how to prepare benefit programmes for different types of customers
- Identifying the most important factors to consider when deciding what benefits to give your customers
- Evaluating which retention strategies customers prefer
- Examining the key to developing effective loyalty programmes
- Scrutinising practical examples of loyalty programmes implemented at Telekom Serbia
 - Results achieved - Lessons learnt

Ivana Dingarac, Head of Customer Retention, Telekom Serbia

15:10 **Orange Poland's "Push2Accelerate" Case Study: Analysing churn to identify the potential for both value creation and leakage during the customer lifetime**

- Determining how to undertake a deep analysis of churn trends and identify the root causes of churn throughout the customer lifecycle
- Understanding how to establish an anti-churn strategy focused on Value-at-Risk segmentation instead of locking in all your customers using loyalty contracts
- Examining how to improve the quality of customer acquisition and cash collection by tightening your processes in customer statistical and behavioural scoring
- Establishing how to balance proactive renewal and reactive retention strategies for your customers
- Determining how to drive end-to-end ownership of the churn management process

Marek Grabowski, Sales and Customer Care Strategy Director, Orange-TP Group

15:40 **Afternoon refreshments**

16:10 **Determining how to leverage your communications with your customers to improve customer loyalty and reduce churn**

- Examining the drivers behind churn and the strategies to keep customers on your network
- Establishing how to build brand affinity and effectively engage with your customers throughout their lifetime
- Understanding how to deliver, and measure the effectiveness of, your customer communication methods and content
- Determining how to leverage segmentation to understand your customers and to develop relevant communications that reduce churn

Sudesh Jog, Head of Retention & Loyalty Communications, BT

16:40 **Discovering how Etisalat Nigeria have developed effective segmentation and churn management strategies for the mass and youth markets**

- Determining how Etisalat Nigeria have developed a simplified and highly effective segmentation strategy for two key customer segments
 - Mass market - Youth market
- Evaluating the pros and cons of the different segmentation criteria that Etisalat Nigeria are using
 - Demographic - Customer spend - Customer behaviour
- Examining how Etisalat Nigeria are developing highly personalised offers and products for their segments to reduce churn and maximise ARPU
- Establishing how Etisalat Nigeria are ensuring high customer satisfaction in order to minimise churn within their youth segment

Adebisi Idowu, Director, Pricing & Research, Etisalat Nigeria

17:10 **Closing remarks from the Chair**

17:20 **End of conference**

Post-Conference Workshop - Thursday 1st December 2011

Registration and coffee will begin at 09.30.

The workshop will take place between 10.00 and 16.00 with appropriate breaks for lunch and refreshments.

Establishing how to build a customer experience programme that will radically reduce churn rates

The purpose of this workshop is to exchange ideas about best practice and evaluate practical examples of customer experience programmes that are specifically targeted at increasing retention. No matter how advanced your programme, come and join this workshop for peer-to-peer advice and ideas.

Key topics to be addressed:

- Determining the key elements of a successful multi-channel customer experience programme
- Establishing how to achieve a single view of the customer
- Examining how to select the "metrics that matter" in your company
- Determining how to enable the change management and organisational alignment required to ensure the success of your customer experience programme
- Understanding how to leverage the voice of the customer to drive product and service innovation

Karine Del Moro, Founder, **Impact International Marketing**

Karine Del Moro has 15 years' experience designing and managing marketing programmes, including customer retention and business development. A Net Promoter Certified Associate, Karine has considerable knowledge on best practice in customer experience management.

In recent years she has been instrumental in helping organisations, particularly in telecoms and financial services, gain insights and expertise on how they can implement their own loyalty programmes.

Case studies not to be missed:

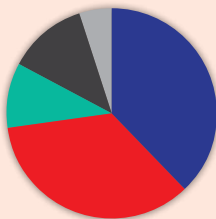
- Hear how **Telefónica O2 UK** have developed an award-winning staff engagement programme that has radically improved the delivery of their customer experience KPIs and reduced churn
- Discover how **Etisalat** have introduced a cutting-edge range of targeted segment offerings to dramatically improve customer retention rates
- See how **Virgin Mobile** are optimising their segmentation strategies and maximising customer lifetime value within their prepaid customer base
- Determining how **Telekom Serbia** have developed effective customer loyalty programmes on a limited budget
- Determining how **Turkcell** are leveraging behavioural segmentation and micro-segmentation to increase ARPU

You will meet and network with:

Heads, Managers and Specialists of:

- Marketing
- Segment Marketing
- Churn Management
- Customer Retention
- Customer Experience
- Customer Loyalty
- Customer Base Management
- Customer Intelligence
- Market Intelligence
- Customer Relationship Management

■ Western Europe	38%
■ Eastern Europe	35%
■ Scandinavia	10%
■ Middle East	12%
■ Africa	5%



"It's been a great event, it's always a good size event for us which is a good chance for you to network, to meet a lot of people."

Alcatel-Lucent, Director Solutions Marketing

Reasons you should sponsor Customer Segmentation & Churn Management to improve your business:

- **Generate new qualified leads** - Access motivated, authorised buyers at the point where they are making purchasing decisions to further their strategies
- **Demonstrate thought leadership** - Take centre stage in front of a captive and targeted audience and demonstrate your expertise and market knowledge
- **Network with key decision makers and influencers** - Gain face to face meetings with existing and potential clients
- **Position your company brand front of mind** - Be the name that all operators think of when selecting vendors
- **Stand out from vendor delegates** - Stand out on an elevated platform with a heightened presence. Be seen as 'front of mind'. Be the 'go to' first company through maximum recognition at the event.
- **Gain competitive advantage** - Have direct influence on selection criteria

"We've had some great discussion with operators that we haven't spoken to before about some great initiatives as well as making some great introductions on the global operator base that you've had here." **MDS, Chief Marketing Officer**

For more information on sponsorship opportunities please contact:

Mark Lee, Project Manager, Telecoms IQ

T: +44 (0) 20 7368 9434 E: sponsor@iqpc.co.uk

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For more information on the conference programme and speaking opportunities, contact:

Julie Coates, Conference Producer, Telecoms IQ
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Register now @ **+44 (0) 20 7368 9737**

Customer Segmentation & Churn Management

Copthorne Tara Hotel, London, UK

Pre-Conference Workshops: Monday 28th November

Examining how to optimise the relevance of your segmentation models to meet your customers' needs and maximise your ROI

Examining how to predict your customers' behaviour and leverage this to dramatically improve the effectiveness of your marketing, sales and customer service

Conference Programme: 29th-30th November

Post-Conference Workshop: Thursday 1st December

Establishing how to build a customer experience programme that will radically reduce churn rates

To speed registration, please provide the priority code located on the mailing label or in the box below.

My registration code is **PDFW**

Please contact our database manager on +44 (0) 20 7368 9300 or at database@iqpc.co.uk quoting the registration code above to inform us of any changes or to remove your details.

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Package	✓	Book and pay before 23rd September 2011*	Book and pay before 21st October 2011*	Book and pay before 18th November 2011*	Standard Price
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Three Day Pass					
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Standard Prices					
Package	✓	Book and pay before 23rd September 2011*	Book and pay before 21st October 2011*	Book and pay before 18th November 2011*	Standard Price
Full Access Pass					
<input checked="" type="checkbox"/> Pre-Conference Workshop		Save €800	Save €700	Save €300	€3,599 + VAT
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<input checked="" type="checkbox"/> Post-Conference Workshop					
Three Day Pass					
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OR					
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Two Day Conference					
<input checked="" type="checkbox"/> Two Day Conference ONLY		Save €350	Save €250	Save €150	€1,899 + VAT
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* To qualify for discounts, payments must be received by the early bird registration deadline. Early booking discounts are not valid in conjunction with any other offer. All prices are exclusive of UK VAT at 20% UK VAT registration no. GB 799 2259 67

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Job Title

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Organisation Nature of business

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Approving Manager

Name of person completing form if different from delegate:

Signature

I agree to IQPC's cancellation, substitution and payment terms

Special dietary requirements: Vegetarian Non-dairy Other (please specify)

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IQPC recognises the value of learning in teams. Groups of 3 or more booking at the same time from the same company receive a 10% discount. 5 or more receive a 15% discount. 7 receive a 20% discount. Only one discount available per person.

Venue & Accommodation

VENUE: Copthorne Tara Hotel, Scarsdale Place, Kensington, London W8 5SR Tel: +44 (0) 20 7937 7211

ACCOMMODATION: Travel and accommodation are not included in the conference fee; however we have put together a HotelMap that displays discounted accommodation for hotels in the area to the Copthorne Tara Hotel. The map displays live availability and allows you to book directly with each hotel: <http://www.hotelmap.com/M9DUQ> Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner, our dedicated London concierge, on 020 7292 2335 (if outside UK +44 20 7292 2335) quoting Special Reference Code M9DUQ. He will be happy to help you with your hotel booking and provide assistance organising your time in London.

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