

China Contact Centre and CRM Excellence 2007

Differentiating your customer services through innovative contact centre strategies and integration with CRM best practices

Beijing, China

9th & 10th August 2007

“We can believe that we know where the world should go. But unless we're in touch with our customers, our model of the world can diverge from reality. There's no substitute for innovation, of course, but innovation is no substitute for being in touch, either.”

Steve Ballmer

With the role of contact centres becoming increasingly critical to the overall strategies of an organisation, managers must constantly innovate the business processes of their contact centre in order to improve ROI and achieve premier customer experience.



Panel of Speakers:

James Zhao Chairman
China Contact Centre Association (CNCCA)

Sidney Yuen Chairman
HK Contact Centre Association (HKCCA)

Alex Chien Senior Managing Director
ChungHwa Telecom Co., Ltd.

Rayland Chan Head of Travel Academy/Executive Committee Member

China Travel International Investment HK Limited/HKCCA

Li Bianfang National Call Centre GM
Haier

Jeremy Zeng Managing Director and Partner
Callcentrebbs

Yu Chunmao Telephone Banking Director
CITIC Bank

Key Benefits of Attending this event:

- **Assess** the challenges and monitor trends for contact centre industry in China
- **Capitalise** on contact centre operation improvement and CRM implication
- **Upgrade** your contact centre strategic management level to align with overall business strategy
- **Transform** your contact centre into profit centre by gaining best practices in tele-sales, database marketing and customer service
- **Gain** practical tips and lessons on improving your management and leadership skills for optimal performance
- **Minimise** stress, combat fatigue and improve overall performance of your staff
- **Create** a high performance work culture
- **Establish** how Voice over IP (VoIP) can be used to the greatest benefits

Award Winning Speakers

Chris Knop Director of Customer Contact Centre & HKCCA Executive Director Member
Shangri-la Hotels & Resorts, Hong Kong

*“Best Contact Centre Champion 2005-Gold Award” by Malaysia Call Centre Awards
“Best Contact Centre 2004 & 2002-Silver Award” by Hong Kong Call Centre Awards*

Zhang Lichun Vice GM for Customer Service Centre
China Mobile

Advisory expert for CCMW World Academy
CTI Forum Expert Panel member

Yang Hong VP and Customer Service Director
China Life

*2006 CCCS Call Centre Industry Excellent Contribution Award
2005 CCCS Call Centre Industry Excellent Contribution Award
2004 CCCS Call Centre Industry Excellent Contribution Award*

Shi Hongxing Contact Centre Director
Lenovo

2005 Best CCCS Call Centre Manager Awards

Zhang Yun Customer Service and CRM Director
Net Ease 163.com

CTI Forum 2004 Best Call Centre Manager Awards

Wang Junying National Customer Service Director
DHL China

2006 Best CCCS Call Centre Manager Awards

Li Xiuli Senior Director of Customer Satisfaction
Sony China

2005 China Best Customer Care Awards

Endorsers



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***Early Bird & Group Discounts**
Ask about our savings

Thursday 9th August 2007

0830 Registration & coffee

0900 Opening & welcome remarks from the Chairperson

**0915 Session One – Keynote Presentation
Exploring China's trends in contact centre industry**

Contact centre industry in China has seen rapid growth in recent years. Mass development manifested in the growth of number of agent seats, industry expansion from the user standpoint, outsourcing development, and technology innovation etc. In addition, contact centre is regarded as integral part of overall business strategy and service chain. This session will outline major development, trends, and challenges facing China's contact centre industry.

- Where are we now? Identifying the major developments of contact centres
- Where is contact centre industry going?
- Taking contact centre value higher through broader base of customers; broader business function; broadening of the industry
- Moving towards more self-service technology, the provision of a variety of channels
- Instilling a positive and supportive organizational mindset---profiting from a service oriented contact centre culture

James Zhao Chairman
CNCCA

Strategic Call Centre Management

**1000 Session Two – Case Study
Achieving system excellence in the contact operations**

Performance excellence stems from excellent organizational system which is believed to be the key to your contact centre excellence. An excellent organizational system should involve three key aspects including an excellent team staff, excellent operational system, and excellent organizational structure. The presentation will focus on the above issues and means to achieve excellence from organizational system standpoint.

- What is excellent organizational system in the contact centre?
- Building excellence through excellent organizational structure
- How to build excellence through operational system
- Building your team excellence to sustainable your competitive advantage

Zhang Lichun Vice GM for Customer Service Centre
China Mobile

1045 Morning refreshments

**1115 Session Three – Case Study
Strategic relevance of contact centre to overall business strategies**

The operation of contact centre nowadays has a profound impact on organization's bottom line. In order to ensure optimum ROI, contact centre managers must implement effective management process which can address its relevance with overall business strategy, achieve lean management, and have cost-effective implication. This session will deliver most updated intelligence with regards to following elements:

- Evaluating the current financial status and value of your call centre
- Exceeding basic requirements by implementing cost effective strategies
- Change management
- The rationale behind lean management

Yang Hong VP and Customer Service Director
China Life

**1200 Session Four – Case Study
Strategic Call Centre: From cost centre to profit centre**

Many executives view the contact centre as a cost centre—a necessary expense, but one that drags on the bottom line. While costs can almost always be wrung out nearly any part of an enterprise, in this case the management should first consider whether it can do more to enhance the top line to improve profitability.

- Trend of call centre in Taiwan
- Overview of call centre of Chunghwa
- Cost-based call centre
- Profit-based call centre
- Move cost centre to profit centre

Alex Chien Senior Managing Director
Chunghwa Telecom Co., Ltd.

1245 Networking lunch

**1400 Session Five
Developing an action plan to achieve profitable sales and service contact centre**

Call centres in China used to be regarded as cost centre, because they play the role in answering incoming calls. But now, more and more companies realize the importance of leveraging contact centre to generate sales. This session will highlight how organization can achieve cost efficiency and achieve more value from cultivating call centre staff to be excellent telemarketer.

- Ensuring full integration with sales, marketing and supply chain systems so that agents will have a complete view of each customer's relationship with enterprise
- Achieving dramatic cross sales results on all service calls
- Offering products customers are not aware of
- Agent development: Increasing selling skills

Sidney Yuen CEO & Chairman
HKCCA

CRM implication in the contact centre

CRM or Customer Relationship Management is a process or methodology used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. Following sessions will address how contact centres can leverage CRM applications to strengthen customer loyalty, harness retention and stimulate sales.

**1445 Session Six – Case Study
Aligning CRM function with customer centric strategy**

- Exploiting new revenue opportunities by integrating CRM techniques in your company
- Understanding your customer more in depth through STP (Segmentation Targeting & Positioning)
- Managing your customer portfolio through call centre
- Evaluating ROI from CRM implementation

Shi Hongxing Contact Centre General Manager
Lenovo

1530 Refreshments

**1600 Session Seven – Case Study
Building personalized customer value centre through cost-effective manner**

- Exploring the core function of customer service centre
- Reflecting of long term business value through customer feedback collection
- Customer feedback collection, digestion and application on process management
- The process of customer information transfer and customer experience design

Zhang Yun Customer Service Director
Netease 163.com

**1645 Session Eight – Case Study
Building Customer Information File (CIF) and its application in daily customer service centre operation**

- Key feature of CIF design
- Discussion of risk management control of telephone banking and its integration with CIF
- Application of CIF in daily service centre operation

Yu Chunmao Telephone Banking Director
CITIC Bank

1730 Closing remarks and conference close

Why you cannot miss this event

Contact centres are the trend of the future service industry! These crucial service centres are now finally being recognized as a new and effective way of bringing about heightened service deliver. Yet many companies face a range of challenges that need to be overcome before any call centre can operate optimally.

Do you recognise the following challenges in your contact centre management?

- Low operation quality
- High customer complaints and low customer loyalty
- Poor integration of CRM with your contact centre
- Low efficiency of customer data usage and weak collection approaches
- A highly stressed and emotionally strained contact centre workforce
- Low staff retention levels
- Ineffective performance management systems
- Difficulty in motivating and rewarding your employees

We bring you China Contact Centre and CRM Forum 2007, the first practical and interactive event of its kind, specifically developed to provide you with solutions to address the above challenges.

The conference will provide you with all the techniques and skills you will need to improve and enhance your contact centre's performance. You will get to learn best practices, case studies, and successful experiences from experts home and abroad.

China Contact Centre and CRM Forum 2007 is a great platform for managers of all Customer Service and Contact Centre to source the best solutions to meet current and future needs in the industry.

Who should attend

Vice-Presidents, Directors, General Managers, Head or Managers of:

- Contact centre
- Customer Service
- Operations
- Customer Care and Interaction
- CRM
- Sales
- Telemarketing
- Business development

From following industries:

- Automotive
- Manufacturing (FMCG, Electronics)
- Pharma
- Government
- Directory Service (Direct Marketing, Catalog Marketing)
- Telecommunication
- Retail
- Utility
- Finance (Banking, Insurance, Asset Management)

0830 Registration & coffee**0900 Opening & welcome remarks from the Chairperson****0915 Session One – Case Study
Building a culture that empowers employees, benefits customers and create loyalty inside out**

- Customers don't remember days, they remember moments-Moments Matter! Contact centre agents' verbal or non-verbal communication with customers can make or break consumer loyalty in a split second. That is because customers think more about their service experiences with people than they do about products and services. This session will address the importance of culture building in the contact centre and how to achieve WOW effects
- Understanding your front-line staff dictates your bottom-line cash
 - Hearing your customers, internal and external, and understand the definition of WOW
 - Rewarding and recognizing team members when they deliver WOW customer service
 - Measuring the WOW experience through the eyes and voice of customers

Chris Knop Director of Customer Contact Centre / Executive Committee Member
Shangri-La Hotels and Resorts / HKCCA

**1000 Session Two – Case Study
Innovative management and leadership techniques for contact centre managers**

- Call centre nowadays is at the stage of rational development. With availability of modern technologies, soft skills of contact centre can't keep pace of it. Leadership and management of contact centre manager has direct impact on contact centre operation and much more on people's turnover and staff morale. This session will improve call centre manager in:
- Building a call centre for success in terms of people
 - Giving the right people the right responsibility
 - Setting up goals and rewarding staff for meeting objectives
 - Designing and implement an effective coaching and mentoring process
 - Successfully developing a strong leadership reputation to earn your team's respect and trust

Wang Jinying National Customer Service Director
DHL China

1045 Morning refreshments**1115 Session Three – Case Study
Developing processes to reduce agents' stress, turnover and burnout**

- Staff turnover is always considered as one of the major challenges facing the industry. High rate of staff turnover will lower your ROI and must be alerted by organizations. Most agents are facing increasing stress and less motivated; which are the main reasons for them to leave. This session will focus on strategies to handle stress, embrace retention and promote motivation.
- Strategies for reducing agent stress level
 - Retention strategies
 - Hiring the right agents and developing career path
 - Encouraging and motivating through training

Rayland Chan Head of Travel Academy / Executive Committee Member
China Travel International Investment HK Limited / HKCCA

**1200 Session Four – Case Study
Making best decision between self-established contact centre and outsourced**

- For any organization, it is always a tough decision whether to build a call centre internally or to outsource it. Company needs to assess the decision from financial standpoint and financial implication is always an integral part in making this decision. This session will focus on criteria any decision maker needs to consider when assessing different options.
- Should you outsource your call centre or should you develop it internally?
 - Understanding the benefits of implementing your own contact centre
 - Evaluating the financial implications of outsourcing your contact centre

Li Bianfang National Call Centre GM
Haier

1245 Networking lunch**1400 Session Five – Case Study
Building branded customer experience in your contact centre for satisfaction and profitability**

- Define your customers' service experience
- How to achieve branded customer experience
- Gaining more profit and competitive advantages by improving customer satisfaction level
- Service brand-Delivering diversified, quick, good and cost saving services to customers
- Service quality metrics
- Leveraging the voice of the customer to improve your service delivery

Li Xiuli Senior Director of Customer Satisfaction
Sony China

**1445 Session Six
Aligning database marketing to your contact centre operation**

- With powerful technological support, most contact centres are capable of gaining large amount of customer data from various channels. Database marketing is regarded as a new tool to support a variety of business processes. It involves transforming a database into business decisions. This session will address how database marketing can be applied in contact centres and help your centre to leverage it to create premier customer value.
- The essence of database marketing
 - The application of database marketing in contact centres
 - The strategy and value of database marketing
 - Implementing customer segmentation through database marketing
 - Leveraging database marketing to optimize service-marketing strategies

Zeng Zhihui Managing Director
Callcentrebbs

1530 Refreshments**1600 Session Seven – Case Study
VoIP- Realize the great benefits, efficiencies and savings**

Voice over Internet Protocol (VoIP) is one of the greatest enablers of any contact centre. Over the next several years, many call centres will reach the end of useful lifecycle with their current technologies and will make the move to VoIP. Companies that already have adopted VoIP are realizing great benefits, efficiency and savings. This session will discuss:

- VoIP Applications and Services-Ways to create multimedia contact centre
- Quality of Service, including the development of application-specific quality metrics
- Discovering VoIP in saving operational costs
- Grasping the essentials of VoIP for business integration
- Selecting the right approach for VoIP implementation

Speaker to be confirmed

**1645 Session Eight – Case Study
Helping the business understand what the customer wants through technologies monitoring**

Call monitoring continues to be a helpful tool to learn about how agents come across on the phone with customers. There used to a perception that we needed to monitor calls to check in on employees and make sure they were providing good service. This presentation will focus on technology applications and benefits they can bring.

- How a company can benefit from hearing the recorded customers
- Analysing data and disseminating across key department
- Accommodating VoIP networks to pave the for virtual call centres
- Employing speech analytic tools to mine recordings for stress and anger
- Categorizing calls using appropriate voiceanalytic applications

Speaker to be confirmed

1730 Closing remarks and conference close**About the Endorsers**

The association has a mission to help local organisations improve their contact centres and customer service by deploying the best management practices and latest technologies. The **HK CCA** has grown to include over 150 individuals and corporate members in both Hong Kong and Southern China and supports its members through annual benchmarking studies, site visits, awards competitions, training seminars, speakers and many social events.

"Customers are demanding better service, more consistently and more often; seeking to tackle organisations for answers to their questions over the telephone, the internet, by email or by letter to someone in the organisation (the contact centre) who really care about the customer.

Customers are exercising their buying choices and walking away from organisations that don't care about them; it is no longer true that a great product will ensure a sale, you must combine a great product with great servicing to create a memorable customer experience. It is time to engage your customers now and ask the questions that matter about products and services, relationships, experience, support, value and price.

The **CCMA** has recognised the global trend of contact centres moving away from a one dimensional cost focus perspective to an approach that addresses quality / process improvements that deliver an enhanced customer experience." We are proud to endorse Marcus Evans as the Contact Centre Industry Preferred Conference Provider.

CNCCA is the abbreviation of China Call-Center & CRM Association. It is the only institution of the ministry of information industry to manage the contact center and CRM market. It is the only association of the ministry of civil affairs in the contact center and CRM industry,taking the responsibility to manage and coordinate ?

CNCCA holds 'the best call center' and 'China Customer Care Benchmark Enterprise' since it was founded in 2004. It also holds 'China Customer Care Conference' and edicts the report for benchmark management. CNCCA have over 150 abroad experts and counselor experts, and over 500 enterprise members and over 31000 paid personal members.

CTI Forum (www.ctiforum.com) was founded in China in Mar, 2000 and is the exclusive organization in call center & CRM industry till now. We are a neutral third-party media company and is not owned or subsidized by any industry supplier.

Our core business is the web site - CTI Forum, and the other business include consulting, training, exhibition, publishing and benchmarking etc. All of them is concerning CTI, Call Center & CRM. We have a professional web site that providing a independent platform for both vendors and users. We have a successful running in the past three years and brought our readers the latest, most valuable information across all industries. The content of CTI Forum includes industry's news, article, trend, vendors, application, technology etc. You can find anything case happening in China's call center & CRM on our web site.

About the Media Patner

51CallCenter is one of the most famous local portal website in Call Center industry. Established in 2002, 51CallCenter is positioned to be the online platform for Call Center industry in Greater China region.

51CallCenter is keeping close relationship with plenty of experts in Call Center application and operation fields, and many professional managers from the world's top 500 enterprises as well. On the platform of 51CallCenter, a huge amount of information is communicated between suppliers and enterprises, experts and users, SI and product manufacturers. Through the platform, 51CallCenter provides service and value to all the related part.

Now 51CallCenter has involved more than 20,000 registered members, including call center manufacturers, outsourcing service vendors, SI, end users and individuals all over China. The portal website is visited more than 10,000 daily, while web page hits is more than 100,000 daily. 51CallCenter has become one of the biggest industry portal website in Greater China region.

51CallCenter also provides member enterprises with advertising, marketing road-show service (including audience invitation, promotion and executions) and data service.

I would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

David Chen, Conference Producer

2007年中国呼叫中心及客户关系管理国际论坛

结合客户关系管理最佳实践，通过创新呼叫中心战略使客户服务与众不同

2007年8月9 - 10日

中国 北京

"We can believe that we know where the world should go. But unless we're in touch with our customers, our model of the world can diverge from reality. There's no substitute for innovation, of course, but innovation is no substitute for being in touch, either."

Steve Ballmer

随着呼叫中心的角色在公司总体战略中变得越来越重要，管理者必须对他们呼叫中心的流程不断进行创新从而提高投资回报率及实现优质客户体验。

 **marcusevans**

演讲嘉宾阵容:

赵溪 主席
中国呼叫中心协会

Sidney Yuen 总裁和主席
香港呼叫中心协会

简志诚 高级执行总经理及主席
台湾中华电信和台湾客户服务中心

Rayland Chan 旅游学院院长/执行委员会成员
香港中旅国际投资有限公司/香港呼叫中心协会

李边芳 全国呼叫中心总经理
海尔

曾智辉 执行总经理
Callcentrebbs

于春茂 客户服务中心总监
中信银行

获奖演讲嘉宾

Chris Knop 客户呼叫中心总经理/执行委员会成员
香港香格里拉酒店/香港呼叫中心协会
2005年马来西亚最佳呼叫中心金奖
2002及2004年香港最佳呼叫中心银奖

张立春 客户服务中心副总经理
中国移动
客户世界咨询顾问专家
CTI论坛专家组成员

杨红 副总裁和客户中心总监
中国人寿
2004至2006年，连续3年CCCS呼叫中心行业卓越贡献奖

史红新 呼叫中心总经理
联想
2005年CCCS最佳呼叫中心管理人奖

张云 客户服务总监
网易163
2004年CTI论坛最佳呼叫中心管理人奖

王君盈 全国客户服务总监
DHL中国
2006年CCCS最佳呼叫中心管理人奖

李秀琳 高级客户满意科经理
Sony中国
2005年中国客户关怀最佳管理人奖

参加会议的好处:

- 评估中国呼叫中心行业面临的挑战和预测发展趋向
- 利用呼叫中心运营，改善客户关系管理
- 通过结合企业整体经营战略，提高呼叫中心战略管理水平
- 将呼叫中心转变成利润中心，获得电话销售、数据营销和顾客服务的最佳实践
- 为最优的工作绩效，获取实用技巧和经验，提高呼叫中心管理人管理和领导技能
- 发现如何减压，减少疲劳，提高员工的整体工作绩效
- 创造高效呼叫中心的工作文化
- 如何使用VoIP，发挥其最大好处

Endorsers



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***Early Bird & Group Discounts**
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0830 签到及早茶

0900 开幕式及主席致词

0900 第一讲 - 主题演讲

探讨中国呼叫中心产业的发展趋势

中国呼叫中心产业近年来经历了迅速发展，主要体现在座席数量的增加，最终用户角度使用呼叫中心的行业迅速扩张，外包业务的发展，和技术创新等。另外，呼叫中心被认为是企业整体经营战略和服务链的重要部分。这部分会议将概述中国呼叫中心的主要发展，趋向，和挑战。

- 我们目前的位置？辨别呼叫中心的主要发展
- 呼叫中心的发展方向
- 通过更多顾客资源、更广泛的企业职能及产业扩张加强呼叫中心的价值
- 向自我服务技术及多渠道服务发展
- 逐渐灌输正面和支持性组织思维 - 赢利来自服务导向的呼叫中心文化

赵溪 主席

中国呼叫中心协会

1000 第二讲 - 案例分析

获得呼叫运营的卓越系统

卓越的呼叫中心运营来自于优秀的组织系统，也是卓越呼叫中心的关键。一个卓越的组织系统有三个关键因素，包括优秀的团队职员、优秀的运营系统和优秀组织结构。这部分将着重于以上各个要点，强调从组织系统立场获得卓越。

- 什么是呼叫中心的优秀组织系统？
- 通过优秀组织结构获得卓越
- 怎么通过运营系统获得卓越
- 建立优秀团队，获得可持续竞争优势

张立春 客户服务中心副总经理

中国移动

1045 早茶

1115 第三讲 - 案例分析

呼叫中心的战略和整体企业战略的整合

呼叫中心的运营现今对组织的底线有深刻冲击。为了确保最好的投资回报，呼叫中心经理必须实施卓越的管理过程，可增强整体经营战略，达到精益管理及成本有效应用。这部分将提供以下因素：

- 评估呼叫中心当前的财政状态和价值
- 实施成本有效战略，超出基本要求
- 变化管理
- 精益管理的基本原理

杨红 副总裁和客户中心总监

中国人寿

1200 第四讲 - 案例分析

战略呼叫中心：从成本中心到利润中心

许多主管将呼叫中心作为成本中心——一种必要的开支且拖累企业利润底线，然而企业任何一部分都会受其影响。在这一情况下，管理者需要考虑如何让呼叫中心做的更多来提高利润。

- 台湾呼叫中心趋向
- 回顾台湾中华电信呼叫中心
- 基于成本的呼叫中心
- 基于赢利的呼叫中心
- 从成本中心转向利润中心

简志诚 高级执行总经理及主席

台湾中华电信和台湾客户服务中心

1245 午餐

1400 第五讲 - 案例分析

发展行动计划使呼叫中心发挥销售功能和实现服务性呼叫中心

中国的呼叫中心在过去经常被认为成本中心，只用于回答呼入电话。但现在，越来越公司意识到呼叫中心在销售支持的重要性。这一讲将强调组织如何将呼叫中心服务代表培养成优秀电话销售员，达到成本效率和更多价值。

- 保证充分结合销售、营销和供应链系统，使客服代表对顾客与企业的关系有全面的认识
- 在所有的服务电话中发现巨大额外销售的机会
- 提供顾客不知道的产品
- 客服人员发展：增加销售技能

Sidney Yuen 总裁和主席

香港呼叫中心协会

客户关系管理在呼叫中心的应用

客户关系管理是利用客户需求及行为，以便发展良好客户关系的方法。客户关系管理有许多技术组成，但将其看成单纯技术或软件是一种错误。对与客户关系管理的正确理解是它是一个过程，带来许多关于顾客、销售、有效营销、快速响应和市场趋向的信息。以下部分将强调呼叫中心如何结合客户关系管理，以加强客户忠诚度，保留客户和刺激销售。

1445 第六讲 - 案例分析

结合客户关系管理功能及客户中心战略

- 结合公司的客户关系管理技术，获得新的收入机会
- 通过STP客户细分的方法深入的理解客户
- 通过呼叫中心管理客户资源
- 从客户关系管理的应用中评估投资回报

史红新 呼叫中心总经理

联想

1530 下午茶

1600 第七讲 - 案例分析

低成本打造人性化客户价值中心

- 透视客户服务中心的核心功能
- 客户反馈对企业的长期价值何以体现
- 客户反馈的搜集、沉淀与企业利用流程的管理
- 企业与客户信息转移过程的体验设计

张云 客户服务总监

网易163

1645 第八讲 - 案例分析

客户信息文件（CIF）系统建设及其在客户服务中心日常运营中的应用

- 客户信息文档设计要点
- 电话银行交易风险控制机制探讨及其同CIF的结合
- CIF在客户服务中心日常运营中的应用

于春茂 客户服务中心总监

中信银行

1730 第一天会议结束

为何要参加这次会议？

呼叫中心是未来服务业的发展趋向！呼叫中心服务的重要性越来越突出，并且正被认为是种新颖和有效的传递优质服务的方式。但在实现优质运营呼叫中心的过程中，众多公司必须克服一系列的挑战。

您是否意识到您的呼叫中心管理正在遇到下列挑战？

- 低运营质量
- 高顾客抱怨和低顾客忠诚
- 客户关系管理与呼叫中心不能有效的整合
- 非有效的顾客数据使用和采集方法
- 呼叫中心服务座席代表的高度工作压力及紧张
- 员工的低保留率
- 非有效的绩效管理方法
- 激励和奖励员工所遇到的困难

2007年中国呼叫中心及客户关系管理国际论坛是第一次在国内举办高度实用、互动的国际性会议，针对以上所提到的挑战和行业发展趋势提供各种解决方案。

会议旨在为您呼叫中心运营绩效的提高提供一系列所需要的技术和技能。您将从国内外专家处获取呼叫中心及客户服务的最佳实践、案例分析和成功的经验。

2007年中国呼叫中心及客户关系管理国际论坛是一个为国内外客户服务，呼叫中心管理者相互交流所搭建的最佳平台，为所有客户服务及呼叫中心提供最佳解决方案，以满足行业当前及未来的发展需求。

谁应参加：

副主席，总裁，总经理、

- 呼叫中心
- 客户服务
- 运营
- 顾客关怀和互动

- 客户关系管理
- 销售
- 电话营销
- 商务开发

来自以下行业：

- 金融（银行、保险，资产管理）
- 汽车
- 电信
- 制造（快速消费品，电子）
- 零售
- 名录服务（直销，目录营销）
- 制药
- 公共事业
- 政府

0830 签到及早茶

1530 下午茶

0900 开幕式及主席致词

1600 第七讲 - 案例分析

0915 第一讲 - 案例分析

建立文化氛围来加强员工, 让客户收益和建立从内至外客户忠诚

顾客记忆不会长久, 他们只会记住片刻——他们所关注的时刻! 呼叫中心客户代表与顾客口头或非口头的沟通可能在一秒钟内打破消费者忠诚。相比于产品和服务, 客户更多考虑的是他们所得到的客户体验, 服务质量与提供服务的员工。这部分将强调文化在呼叫中心建立的重要性和怎么实现让客户WOW的客户体验

- 理解您的第一线员工对于企业业绩的底线有着至关重要的影响
- 听取内部和外部客户的意见, 了解WOW的定义
- 奖励和认可团队成员当他们提供让客户WOW的服务
- 通过顾客眼睛和声音, 测量WOW的服务体验

Chris Knop 客户呼叫中心总经理/执行委员会成员

香港香格里拉酒店/香港呼叫中心协会

1000 第二讲 - 案例分析

呼叫中心管理人的创新管理和领导技巧

呼叫中心在中国正处于理性发展阶段。随着现代科技的普遍运用, 呼叫中心的软技能不能跟上技术发展的脚步。呼叫中心管理人领导能力对呼叫中心运营, 人员流失, 员工士气有着直接的影响。这一讲将提高呼叫中心经理的以下能力:

- 以员工为中心建立成功的呼叫中心
- 给合适的员工适当的责任
- 设立目标及为达到目标的员工实施奖励
- 成功地发展领导者声誉, 获得团队尊敬及信誉

王君盈 呼叫中心总监

DHL中国

1045 早茶

1115 第三讲 - 案例分析

开发有效的流程来减少客服代表的压力、流动和耗损

人员流动被认为是行业面对的主要挑战之一。人员的高流动率将降低投资回报, 组织必须组织警惕这点。多数客服代表面对不断增加的工作压力且很少受到激励, 这是他们离开公司的主要原因。这一演讲将集中于处理压力, 员工保留和促进激励的策略。

- 减小代表压力的策略
- 员工保留策略
- 聘用合适的代表和职业发展规划
- 通过培训鼓励和激励

Rayland Chan 旅游学院院长/执行委员会成员

香港中旅国际投资有限公司/香港呼叫中心协会

1200 第四讲 - 案例分析

在自建型呼叫中心和外包型中做出最佳的选择

任合一个组织, 建立在内部自建型呼叫中心或外包是个困难的决定。公司要从财务角度做出决策因为这是决策不可缺少的重要部分。这一演讲将重点讨论决策者在做决策的过程中需要考虑的评估标准。

- 是否应外包呼叫中心或内部自建?
- 了解自建型呼叫中心的好处
- 评估外包呼叫中心的财务意义

李达芳 全国呼叫中心总经理

海尔

1245 午餐

1400 第五讲 - 案例分析

为客户满意及利润在您的呼叫中心建立品牌客户体验

- 定义您的客户服务经验
- 如何实现的客户经验
- 通过提高用户满意水平获得更多利润及竞争优势
- 服务品牌传递, 为客户提供多样化, 快速, 优质的服务
- 服务质量的衡量
- 聆听客户声音, 改进服务

李秀琪 高级客户满意科经理

Sony中国

1445 第六讲 - 案例分析

利用数据库营销, 发展呼叫中心运营

以强有力的技术支持, 多数呼叫中心能从多种渠道获得大量的客户数据。数据库营销被认为是支持多种业务流程的新工具, 它可将数据转变成商业决策。此演讲将强调数据库营销如何应用于呼叫中心并帮助创造优质客户价值。

- 数据库营销的本质
- 数据库营销在呼叫中心的应用
- 数据库营销的战略和价值
- 通过数据库营销实行客户分化
- 利用数据库营销来优化服务营销战略

曾智辉 执行总经理

Callcentrebbs

认识到VoIP的巨大利益, 效率及成本优势

互联网声音协议(VoIP) 是呼叫中心发展最大推动来源之一。今后几年, 许多呼叫中心将因为当前运用的技术使用年限的到期, 而转向VoIP。而目前正在使用这项技术的公司正在意识到这项技术所能带来的众多好处、效率和成本优势。本次演讲将讨论:

- VoIP 应用和服务方式—创造多媒体呼叫中心重要途径
- 服务质量, 包括运用的发展—服务的衡量标准
- 发现VoIP 在节省业务成本中所起的作用
- 掌握VoIP 在业务整合中所起的作用
- 选择实施VoIP的正确方法

演讲者待定

1645 第八讲 - 案例分析

通过监测技术了解顾客的需求

电话监测是一种了解客户代表如在电话上与顾客进行沟通交流的有效方法。通过对电话的监控, 以确保员工提供良好服务。这部分演讲将强调监测技术的应用及所能带来的好处。

- 公司如何受益于监听客户记录
- 分析数据并在关键部门进行传播
- 在呼叫中心利用VoIP 技术建立虚拟呼叫中心
- 使用语音分析工具通过录音记录以发现压力和愤怒的员工
- 使用适当的声音分析对电话进行分类

演讲者待定

1730 第二天会议结束

About the Endorsers:

CTI论坛网站于2000年3月20日正式开通。

CTI论坛(www.ctiforum.com)是定位于CTI、呼叫中心和CRM领域的专业性资讯网站。以呼叫中心、互联网和信息咨询等三个产业为基础, 以网络为依托, 为各层次用户提供业界全方位的信息、咨询等服务, 日益成为用户获取信息的知识库和厂商最有价值的信息发布平台。

CTI论坛恪守中立性原则, 本身没有任何涉及CTI、呼叫中心和CRM等方面的产品和运营, 也不隶属于任何的企业、组织或团体。她的拥有者是具有独立法人资格的公司——北京网际星河信息技术有限责任公司。

CTI论坛经过这段时期的发展, 目前已成为本领域国内领先的专业性网站, 受众群体众多, 日访问量呈快速上升趋势。此外, 在立足于国内市场的同时, 还与越来越多的国家和地区的行业组织或机构建立了友好的合作关系, 成为全球业界人士了解中国的一个窗口。

CTI论坛在以后的发展中, 将一如既往地秉承服务的宗旨, 与广大的用户和厂商建立起更为紧密的联系, 并以此作为坚实的基础, 普及和推动CTI、呼叫中心和CRM在国内的应用和发展。

中国电子商会呼叫中心与客户关系管理专业委员会CNCCA

CNCCA全称中国电子商会呼叫中心与客户关系管理专业委员会(China Call-Center & CRM Association), 是中国信息产业部对呼叫中心及客户关系管理市场进行行业管理的机构, 是在中国民政部唯一报备成立的中国呼叫中心与客户关系管理领域的行业协会, 肩负着行业协调及管理责任。

协会自2004年成立, 与亚太超过10个国家建立了良好的沟通和合作机制。每年主持《中国呼叫中心运营标杆管理报告》的编撰并主持中国最佳呼叫中心评选工作。

About the Media Partner

关于51Callcenter的介绍

2002年由中国呼叫中心发展联盟机构指导建立的51Callcenter.Com, 是呼叫中心与BPO行业资讯网——中国呼叫中心门户网站。致力于建设大中华地区著名的呼叫中心行业在线互动资讯平台, 和很多国内外呼叫中心领域运用与管理专家建立了广泛的联系。

目前, 51Callcenter有来自大中华地区的2万多名行业个人和呼叫中心厂商、呼叫中心外包商、系统集成商、最终用户及其相关企业和机构已经注册成为51Callcenter的会员。51Callcenter与大中华地区近2万从事呼叫中心人士建立和紧密联系, 到2007年2月, 每天有约20,000个行业人士访问51Callcenter网站, 这些人中有香港呼叫中心协会资深人士, 有全球著名的呼叫中心外包厂商, 有大中华地区的呼叫中心与相关行业的管理人员和市场人员和呼叫中心系统厂商。51Callcenter每天页面点击超过10,000次, 目前51Callcenter站点已经为大中华地区最大呼叫中心行业站点之一, 拥有覆盖大中华地区的网络平台, 同时具有本地化优势和国际品牌优势。

通过51Callcenter, 呼叫中心厂商、呼叫中心外包商、系统集成商、最终用户及其相关企业和机构可以较以往获取更多产品、潜在客户、供应商及实时运用信息, 可以在众多大中华地区业界与用户面前获得更多的曝光机会, 进而为51Callcenter的用户及供应商促成更多的商机。

至今, 51Callcenter的合作伙伴主要分布在北京、上海、广州、香港、台湾等世界呼叫中心主要运用地区。目前, 我们正在迅速发展我们在大中华地区的网络, 更好地服务于我们的客户。

China Contact Centre and CRM Excellence 2007

BJ-GM479 Please write in BLOCK LETTERS

Sales Contract

Please complete this form immediately and fax back to

LIM AM MEE

Fax: +603 2723 6699

Name: _____

Position: _____

Email: _____

Name: _____

Position: _____

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Name: _____

Position: _____

Email: _____

Organisation: _____

Address: _____

Town: _____ State: _____ Postcode: _____

Tel: () _____ Fax: () _____

Nature of Business: _____

Company Size: 1-9 10-24 25-49 50-99
 100-249 250-499 500-999 1000+

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

Conference fee @ USD1595 per delegate

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

Online Documentation - USD500. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of China to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Jeffrey Teh** on +(8628) 6633 8810 or email jeffrey@marcusevanscd.com

 conferences

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel: +603 2723 6763

Fax: +603 2723 6699

Email: lima@marcusevanskl.com

Date: 9th & 10th August 2007

Venue: Beijing, China

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

Payment Method

Payment is required within 5 working days on receipt of invoice

Credit Card:

Please debit my Visa Mastercard Amex Diners

Card Holder's Name: _____

Card Number:

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Security Code:

□□□□

Signature: _____ Expiry Date: _____ / _____
M Y

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions:

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of China - Chengdu. and the parties submit to the exclusive jurisdiction of the Chinese Courts in Chengdu. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.