



# TELECOMS Loyalty & Churn

## POST EVENT REPORT 2011

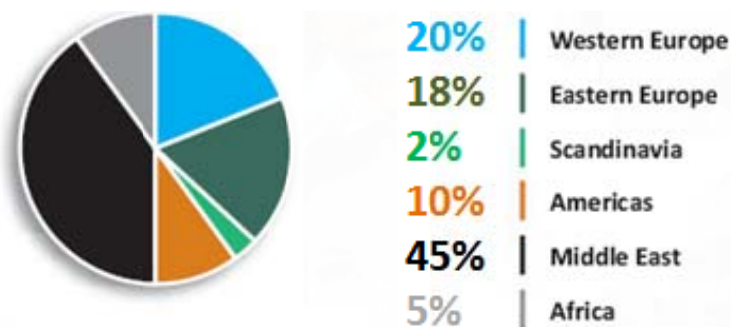
IIR's 7<sup>th</sup> annual **Telecoms Loyalty Churn** once again proved to be the leading event on telecoms loyalty in the market gathering over 80 experts from Europe, the Middle East, North America and Africa. With over 30 speakers and as many sessions, the event provided a thorough, holistic exploration of the world of loyalty seen from the perspective of telecom operators.

With the question 'Is Loyalty Dead?' **BT** opened the conference in an exciting, thought-provoking masterclass before giving the floor to **Orange FT's Group** Director of Loyalty who presented customer experience transformation programs to increase loyalty and reduce churn. Presentation by operators **Kabel** and **Turkcell** followed, tackling customer lifecycle management for increasing loyalty and revenues. **Etisalat**, **A1 Telecom Austria** and **Vodafone CYTA** presented their own innovative loyalty programmes while **UPC Netherlands** discussed their strategy in reducing churn through proactive customer base and value management. A stimulating interactive workshop on what works and what doesn't in SNA for reducing churn was conducted by **Orange FT** followed by presentations from leading solution providers **Gemalto** and **Market Strategies International**.

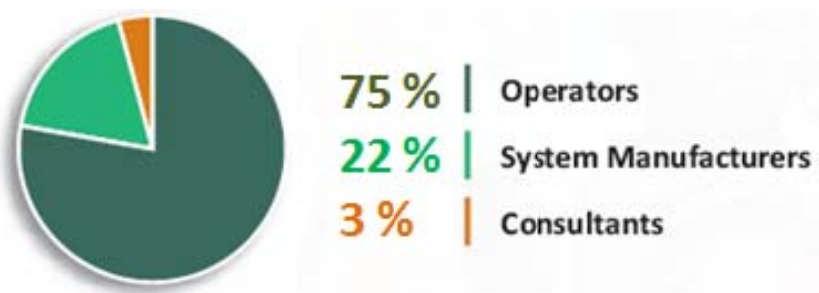
The second day of the conference opened with a keynote presentation by the Head of Corporate Marketing of **Turkcell** addressing the issue of retaining corporate business customers through a holistic strategy from segmentation to pricing. **Telenor** focused on segmentation strategies for the corporate clientele followed by **Sunrise Switzerland** discussing cross and up-selling management. **Aqueduct** went beyond the realm of trivialities and buzz words in a masterclass exploring the nuts & bolts for Marketing 3.0. In the afternoon, **Telefonica Group's** Director of Customer Experience discussed how to transform an organisation through Customer Experience to increase loyalty & reduce churn followed by **ICLP** examining loyalty case studies from outside the telecoms industry. **Neuralitics** and **Statconsulting** addressed churn prevention using trigger based initiatives and churn increase in debt collection respectively. **INWI** delivered a joint presentation with **SICAP** on building customer loyalty while increasing market share from a challenger position in Morocco. **TEO Lithuania** spoke of their experience in churn prevention for fixed line services while **Buongiorno** closed the event with their strategy on optimizing loyalty programmes for relevance, rewards, & recognition.



### Geographical Breakdown



### Industry Breakdown



### Speaking & Sponsoring

If you are interested in future speaking opportunities available please contact Georgios Kipouros at [gkipouros@iir-telecoms.com](mailto:gkipouros@iir-telecoms.com)

For further details on sponsorship and exhibition opportunities, please contact Damon Thompson at [dthompson@iir-telecoms.com](mailto:dthompson@iir-telecoms.com)

## The Workshops

The **pre-conference workshop** conducted by **Gemalto** aimed at giving operators insights on how to successfully **achieve their CRM objectives through an efficient marketing strategy on the mobile**. Gemalto asserted through interactive exercises that creating a **true and value-added dialogue with customers** on the mobile is all about customer lifecycle management and understanding the benefits of permission marketing. During the workshop, attendees discussed major mobile marketing market trends, CRM best practices from across the globe, and the power and usability of the **Interactive SMS channel** proposition of Gemalto.

The **post-conference masterclass** conducted by **Idiro Technologies** explored the use of **Social Network Analysis tools for customer loyalty and reducing churn**. Through SNA the mobile operator can identify influencers and viral contagion in the customer base and hence drive loyalty and optimise churn management. The masterclass gave delegates a thorough grounding in the **benefits, costs, issues risks and side benefits of implementing SNA for mobile operators**. Special emphasis was given on developing a clear methodology for evaluating the **ROI of a SNA solution** for both churn prediction and loyalty management. Delegates also discussed the **pivotal success factors** in implementing a SNA solution for their loyalty and churn team, and the key pitfalls to avoid.

## The Testimonials

**An exciting event with the latest updates on telco Loyalty!**  
Loyalty Programme Senior Manager, **Etisalat**

**I benefit greatly from the operator presentations on loyalty**  
Prepaid Team Leader, **Zain**

**Learned about the latest developments of loyalty**  
IT Manager, **Vimplecom**

**Built relationships with colleagues and follow up on specific projects**  
Customer Portfolio Manager, **Telkom SA**

**Very interesting event, insightful presentations**  
Manager, **Orange Switzerland**

**Excellent content!**  
CRM Unit Head, **Kcell**

**Obtained good contacts from churn prediction vendors**  
Head of Customer Retention, **TEO Lithuania**

**Very good programme, good mixed agenda made the day have great pace**  
CEO, **Business Logic**

### Media Partners



### Exhibitors

