

Your call is important to us ...

DATE:

**Tuesday
19 September
2006**

VENUE:

**Institution of
Electrical
Engineers**

**Savoy Place
London
WC2R 0BL**

**Nearest
Undergrounds:
Embankment or
Charing Cross**

With all the excitement and hype surrounding online travel, the telephone has been almost completely forgotten. Yet it is still heavily used by the travel industry for immediate person to person communication.

In recent years, there have been great strides forward in telephony developments, taking advantage of advanced computer technology and, of course, the Internet.

Internet telephone technology includes personal communication applications such as Skype, allowing you to make phone calls worldwide for zero cost, and commercial IP telephony that promises to drastically cut the cost of telephone usage.

Advanced computing is giving us automated speech analytics and 'soft' call centres.

How can your company take advantage of these developments? What does the future hold for the telephone? These questions and many more will be addressed by a group of expert speakers drawn from both the travel and the telecoms industries.

You can hear case studies from travel companies that are putting advance telephony into practice and learn about the latest techniques direct from the telecoms experts by joining them at TTI's Autumn conference, 'Your call is important to us ...'

THE SPEAKERS

Dennis Lockett
Strategic Products Director
BT Global Services

Loic Dupont
Director of Operations
Hotels.com EMEA

Steve Unger
Director of Telecoms Technology
Ofcom

Helen Bonner
Managing Director
Web Applications UK

Gerry Samuels
Founder and Executive Director
Mobile Travel Technologies

Andy Wareing
Senior Solutions Consultant
Witness Systems

Dominic Cameron
Director, Voice & Innovation
lastminute.com

Mike Peloquin
Senior Vice President Sales
Call Miner Inc.

Alistair Shrimpton
Head of Market Development
Skype UK, Ireland and Holland

THE SPONSORS

TTI wishes to extend its warm thanks to BT and Witness Systems for kindly sponsoring this event.



WITNESS SYSTEMS

09:30 Registration and Coffee**10:00 Welcome from the Chairman & TTI Update**

Tony Allen, Chairman, TTI

10:10 Contact Centre Workforce Optimisation at Accor Hotel Group

Accor Hotel Group has used Witness Systems' Impact 360™ solution for workforce optimisation within its contact centres. Hear how Accor is using the software, comprising of quality monitoring, compliance, high-volume and IP Telephony call recording, workforce management, actionable learning, performance management and speech analytics.

*Andy Wareing, Senior Solutions Consultant
Witness Systems*

10:40 case study: Multi-National Telecoms at Hotels.com

Hotels.com, a sister company to Expedia, operates out of several call centres across Europe, managing telephone calls in ten different languages. Whilst Hotels.com is primarily an online brand, it does not underestimate the importance of high quality customer service being available at the end of the phone. Learn how the organisation has achieved this.

Loic Dupont, Director of Operations, Hotels.com EMEA

11:10 Coffee**11:40 Speech Analytics and Customer Satisfaction**

Continental Airline's reservation centre has deployed speech analytics, data-mining and trend-minding to enable the airline to categorise customer interactions by call type, as well as provide metrics about which customers call the reservation centre and why. Find out how this assists with decisions about which calls to direct to its Internet, self-service or automated speech system channel, thereby reducing expenses and freeing call centre agents to handle high touch customer service and high value, revenue-generating calls.

Mike Peloquin, Senior Vice President Sales, Call Miner

12:10 How Will Changing Regulations Affect Travel?

The changing telecommunications regulatory regime can have a profound effect on the travel industry. Just take the recent changes to the 0870/0845 regime, for example. Ofcom is right at the heart of the action. Hear what may be in store for the future.

Steve Unger, Director of Telecoms Technology, Ofcom

12:35 The Internet Communications Revolution

Skype has revolutionised telephony. The original concept, allowing the public to make free phone calls across the Internet to other Skype subscribers anywhere in the world, has been expanded to provide a range of more sophisticated services. Now under the ownership of ebay, Skype continues to grow with approximately 6 million subscribers online at any one time. Where is the business heading and how might it impact on the travel industry?

*Alistair Shrimpton, Head of Market Development,
Skype UK, Ireland and Holland*

13:00 Buffet Lunch**14:00 Getting the Connection Right**

Computer telephony integration promises so much but it is so difficult to get right. Do it well, though, and the rewards are there to be had in increased sales and improved efficiency. Web Applications UK is one of the leading tour operator system suppliers who really understands this subject and can help you understand more about it too.

Helen Bonner, Managing Director, Web Applications UK

14:35 Travel on your Mobile

Travellers have been poorly served during their trips and when they are away from their home and office PCs - when they are 'mobile'. Up to now they have not had the means to make their own electronic travel reservations or manage their bookings through mobile handsets, as one can through regular internet-connected PCs. Yet mobile is clearly set to be both a major sales distribution channel for the travel industry and a convenient customer service device. Find out how and when this is likely to happen from the people who are specialising in helping travel to make the most of mobile.

*Gerry Samuels, Founder and Executive Director,
Mobile Travel Technologies*

15:10 Coffee**15:40 case study: Voice and Innovation - lastminute.com**

lastminute.com's voice automation deployments have focussed on call prioritisation, steering and innovative forms of self-service. Hear about the challenges of deploying advanced telecoms in a multi-dimensional travel group with diversity of brands, products, languages, business models and CRM platforms.

*Dominic Cameron, Director, Voice & Innovation,
lastminute.com*

16:15 Looking into the Future

BT continues to be at the forefront of developments in communications technology, carrying out extensive research that will effect the way we communicate in the 21st Century. With the next ten years predicted to see more changes in lifestyle than the previous one hundred, find out what the future holds.

*Dennis Lockett, Strategic Products Director,
BT Global Services*

16:50 Chairman's Summary

Tony Allen, Chairman, TTI

17:00 Close

Moderator: Paul Richer, Genesys

(It may be necessary, for reasons beyond our control, to alter the content or timing

Register online at www.tti.org/conference

- TTI members - 2 free delegates per executive member, 1 free delegate per associate/academic member/trade body
- Additional TTI member delegates and Unicorn licence holders £50 + VAT (£58.75)
- AAC/ABTA/AITO/CIMTIG/ETOA/IFITT/OTA/TUA/UKinbound members £125 + VAT (£146.88).
- Others £295 + VAT (£346.63). *Conference fees paid by non-TTI members will be credited against annual membership if joining.*