

CRM in a Disloyal World

DATE:

Tuesday
29 April
2008

VENUE:

The Institution
of Engineering
and Technology

Savoy Place
London
WC2R 0BL

Nearest
Undergrounds:
Embankment or
Charing Cross

Never has it been easier for consumers to shop around than in the online world in which we live. Your competitors are no more than a click away.

If your web site is slow or hard to navigate, if you don't offer the right products or your prices are too high, your customers may be gone, perhaps never to come back.

Never has customer retention been more important than it is now. Many reckon that it is four times more costly to win new customers than to retain existing ones and this ratio can only increase in the years ahead. What is needed is a clear understanding of customer retention strategies that can be put to work by applying the latest techniques in customer relationship management.

Every customer retained is a customer denied to your competitors. Keep that customer loyal and your return on

marketing investment will increase many fold.

Moreover, in this disloyal world, the cost of customer acquisition is on the rise. Competing for the more popular pay per click search terms is too expensive for many to consider. Getting listed higher-up organic search listings is becoming an increasingly sophisticated science that probably requires hiring specialists to assist with your positioning. This makes it all the more important to retain existing customers.

What are the latest techniques that will help you to do this? How can one build relationships with customers when they are purely online and not in direct person to person contact with you? What can be learnt from those who are already practicing good CRM? Find out at TTI's Spring conference.

THE SPEAKERS

Xavier Vallée
Head of Marketing
Avis Rent a Car

Peter Matthews
Chief Executive Officer
Nucleus

Nathan Philpot
Marketing Director
Wexas Limited

Nigel Lingard
Marketing Director
Fred. Olsen Cruise Lines

Norbert Stiekema
Senior Vice President Sales & Distribution
Disneyland Paris Resort

Helen Litvak
General Manager CRM
Virgin Holidays

Jeremy Acklam
Business Development Director
thetrainline.com Ltd

Fred Prego
Head of Marketing
AIRMILES

THE SPONSOR

TTI wishes to extend its warm thanks to Nucleus for kindly sponsoring this event.

nucleus
transforming brand horizons

09:30 Registration and Coffee**10:00 Welcome from the Chairman & TTI Update**
*Tony Allen, Chairman, TTI***10:10 Turning customer understanding into a profitable and realistic CRM strategy**

With the objective of increasing sales through better customer understanding, Virgin Holidays has embarked on a key vision of becoming a customer centric organisation. Learn how their direct customer marketing strategy has developed and more relevant holiday experiences are offered to their customers, so increasing conversion rates and, most importantly, repeat purchase. Learn about the focused approach taken by Virgin Holidays to meet their core objectives.

*Helen Litvak, General Manager CRM
Virgin Holidays*

10:45 Rewarding Loyalty

Airmiles is the preferred travel rewards scheme in the UK, allowing businesses such as Lloyds TSB and Shell to reward their customers for their continued loyalty. How beneficial is this? Do customers respond well to reward schemes? Find out how AIRMILES has benefited its partners and how such schemes could be applied to the travel industry.

*Fred Prego, Head of Marketing
AIRMILES*

11:20 Coffee**11:50 Loyalty through Membership**

Wexas Limited is one the country's leading membership organisations specialising in selling travel. Its business model encourages its customers to come back time and time again, engendering repeat booking levels of which many travel companies could only dream. However, achieving this is not straightforward. This case study will describe how Wexas has learnt the lessons of building loyalty through membership.

*Nathan Philpot, Marketing Director
Wexas Limited*

12:25 CRM in a fiercely competitive marketplace

Never has there been a marketplace as fiercely competitive as the online world. It is as if the web was actually designed to encourage customer disloyalty, enabling consumers to check out the competition at the click of a button, whilst price comparison sites seek to commoditise your products. Hear about the techniques that could enable you to build solid customer relationships in such a fickle market.

*Peter Matthews, Chief Executive Officer
Nucleus*

13:00 Buffet Lunch**14:00 Blogs - The vital link to your customers**

Avis Rent a Car has been trend-setting in its approach to customer communication and feedback. Rather than relying solely on traditional feedback forms, Avis launched a blog. Following its long held statement of "We Try Harder", the blog is accessible from wetryharder.co.uk. Hear about what a great source of customer feedback this has been and how the blog has been used to further enhance Avis's service offering

*Xavier Vallée, Head of Marketing,
Avis Rent a Car*

14:40 Building Long Term Relationships

Cruise lines have earned a reputation for maintaining long-standing relationships with their customers. Is this just the nature of the product or are cruise lines employing good CRM techniques to encourage high levels of repeat business? Find out how Fred. Olsen Cruise Lines is managing its customer relationships to good effect.

*Nigel Lingard, Marketing Director
Fred. Olsen Cruise Lines*

15:15 Coffee**15:45 Mobile Personalisation**

With the always-on technologies of 3G, wifi and wimax now coming into common use, many industry observers believe that mobile technology will become the preferred method by which consumers will access information and services. Given the closer relationship that consumers have with their mobile devices compared to desktop PCs, there is a real opportunity to build better customer relationships through mobile personalisation. Hear how this vision is being realised and what might be expected in the future.

*Jeremy Acklam, Business Development Director
thetrainline.com ltd*

16:20 Building on the Brand

Disneyland Paris Resort is Europe's primary tourism destination, attracting over 14.5 million attendance per annum. With Disney being such a strong brand, it is vital that brand values are maintained at a consistently high level. How does Disneyland Paris Resort manage its customer relationships to achieve this?

*Norbert Stiekema,
Senior Vice President Sales & Distribution
Disneyland Resort Paris*

16:55 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 of the programme.)

REGISTRATION

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/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.*