Digital customer orientation
A step by step guide

An overview of customer needs in the future
What customers expect in the future

Building trust
When digital interfaces are becoming increasingly popular

Artificial intelligence
When routine processes become automated

Communication in real time
When call centres become omni-channel centres

Customer touchpoints
How to reach customers with a purposeful approach

Customer journey
Taking care of customers on a one-to-one basis

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Innovation day 20 February 2017
Conference 21 – 22 February 2017
Inspiration day 23 February 2017
Trade show 21 – 23 February 2017
Berlin Estrel Congress Center

Host:

Key notes from:
Jens Bussmann, Google Germany GmbH
Christine Schröder Daimler AG
Dr. Kristina Rodig E.ON
Kai Friedrich Consorsbank!
Tao Tao GetYourGuide

19th International conference and trade show for customer service, communications and contact centre industries

For the love of dialogue

Sign up before 30 November 2016 and save €100

Partners:
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CAT sponsors:
Welcome to the world of the CCW!
The home of your industry provides everything to make you feel at home.

Whether you’re interested in innovation, digitalisation, customer dialogue, HR or legal – you are guaranteed to find talks, exhibitors and solutions tailored to your needs somewhere between the conference and trade show sides in red and blue. Of course, you will also meet many colleagues from the industry with whom you can network, enjoy fantastic live specials and soak up the international atmosphere. It’s a great feeling to take part in the CCW.

To help you explore all sections of the CCW, these icons have now been introduced.

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**Trade show**

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**Conference**

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**Meet directors, managers, experts and management teams in the following fields:**

- Marketing / sales
- Customer service / customer care
- Contact centre management
- IT / web and online marketing
- Business development and organisation
- Quality management
- Complaint management
- HR management / development

**Prepare to meet experienced speakers from top companies including:**

- Ars Electronica Futurelab
- AXA Konzern AG
- Book a tiger
- Borussia Dortmund GmbH & Co. KGaA
- Consorsbank!
- Daimler AG
- Delivery Hero Austria
- E.ON Energy
- FRIMA International AG
- GetYourGuide
- Google Germany GmbH
- Hochschule Hof
- IBM Research
- Mannheimer Morgen
- Marley Spoon
- RWE IT GmbH
- Scout24 group
- SIGNAL IDUNA Bauspar AG
- TU Braunschweig
The worlds of conference and trade show come together as one at CCW.

What makes the CCW so unique? Why should it be the event of the year for you?

Global
With more than 500 attendees at the congress, over 7,800 at the trade show and 270 exhibitors from over 20 countries, the CCW is the industry event of the year. With international keynote speeches, simultaneous interpretation of the conference programme and the International Plaza, the CCW is more international than ever.

Geared to the future
Buzz topics such as digitalisation and artificial intelligence will be the focus throughout all four of the CCW days. At the Future Camp, which will be taking place for the first time this year, start ups and brand new technologies will be introduced alongside new professional worlds. Trend researcher Sven Garbor Jantzy will be giving a demonstration on the future of customer service.

Insights
Four parallel live visits, the LiveCallCenter and the TeleTalk-Demoforum offer a profound insight into the daily workings of the customer dialogue of tomorrow.

Get straight to the point
Organise your very own CCW schedule by combining conference and trade show events to suit your own interests.

Exclusive
With the VIP package, you can enjoy access to our VIP lounge as a conference delegate and take advantage of the free WLAN access.

Interactive
Various activities throughout the event offer the chance to participate, inspire and think creatively, including “Short Track” which offers a space for discussion, the “Topical Debate” slot, as well as coaching and “Speed Dating” sessions.

Networking
Startups, traditional companies, associations: the CCW brings creators of customer dialogue from all sectors and of all business sizes together. Here you will find the collective power of the industry concentrated in one place and get a good overview of the market. Whether it’s at the CCW party, the CAT award ceremony or at the “Wine and Talk” event, you’ll find people to network and exchange experience with at the highest level.

Interconnected
You’ll always be up to the minute with new information before, during and after the CCW.
Dear visitors,

As you have probably noticed lately, our industry is constantly changing. Companies are bought out, discussions are under way about offshoring services because of the impending prohibition of work on Sundays and about whether robots will be able to take over humans’ jobs in the future.

But what are the implications of this and what will customer service look like in the future? Find out the answers to these questions at the CCW 2017, where global acting exhibitors present their innovative concepts, industry experts provide updates on the current situation of the industry and where the latest trends and visions are put forward.

Like the industry, the trade show is constantly on the move. Especially the internationalisation will be increased once again. After implementing the international Speakers’ Forum this year there will be a programme of international presentations on all three days of the trade show again. For the CCW 2017 we are expecting around 270 international exhibitors and 8,000 visitors to come and exchange ideas and network.

Main themes of the trade show:
**International Plaza**

**Global meeting point**

Taking into account increasing internationalisation, the concept of the International Plaza has been further developed for the CCW 2017. Meet globally operating companies, international visitors and learn about the newest trends and innovations.

Here, at the global meeting point of the trade show, you can connect with like-minded people from all over the world in a comfortable atmosphere.

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**Speakers’ Forum**

**Three days, one great international programme**

On all three days of the trade show, a combination of professional talks by our partners and best practice examples from international key note speakers will take place in the Speakers’ Forum.

Take advantage of the knowledge of our professionals for your daily business. All presentations will be held in English.

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**Guided tours**

**Your tour around the trade show**

Plan your visit to suit your needs by taking advantage of our guided tour especially for international guests. Our English speaking tour guide will give you an insight in different trend topics of the trade show. In one hour you will meet several companies out of different sectors. Get inspired and receive one or two insider tips at the same time.

---

**LiveCallCenter**

**Design by HCD**

**Digitalisation and humanity**

Cold algorithms and human warmth - both are essential for effective customer dialogue today and in the future. The LiveCallCenter Design by HCD 2017 bridges the gap between digitalisation and real human interaction.

Our LivePartners for 2017 work in the fields of service lines and emergency call services. When CCW opens its doors next February, the exhibition space, designed by HCD, will be put to the test and brought to life by employees from Euro Union Assistance in Stuttgart.
CCW Boulevard

Exciting topics all in one place

Young and dynamic: this is the motto of CCW Boulevard, which invites you to take part in a communicative exchange.

Cleverly integrated into hall 3, CCW Boulevard features startups and creative companies, here to present innovative products and ideas for the industry.

CCW Future Camp

This is what the future looks like

There is a lot being discussed about the future: new professional worlds, apps that simplify customer service, the advances being made in artificial intelligence.

At the CCW Future Camp, you will get to know about some of these topics. Waiting for you at the Future Camp are startups with brand new technologies and services in the field of customer service, new professional worlds, health care provision, etc.

Bistros

Your one stop shop for cuisine and contacts

Come and experience our city bistro, which is back again this year offering exquisite delicacies in a friendly atmosphere.

Here you'll find something to whet your appetite while exchanging knowledge with other attendees.

The CCW app

The CCW at your fingertips

An interactive hall map with all the important information you need about the exhibitors, the conference and all of the show’s highlights at a glance. The CCW app is free, always up to date and ready to use.

Use the app to exchange information and get in contact with experts and other attendees. Your virtual CCW guide works not only as a source of information, but can also be used to help you find your way around the trade show.
Become part of Europe’s leading event!

This year the CCW did justice to its reputation again: It is Europe’s biggest trade show for customer service, communication and contact centres. In 2016 there were 270 international exhibitors presenting their services and products to 7,800 visitors from more than 40 countries.

Due to the fact that the exhibition space had been expanded by a new hall and new international formats like the Speakers’ Forum had been included, the trade show has become even more attractive especially for international exhibitors and visitors as you can see in the statements below.

If you want to be part of this success story, too, don’t hesitate any longer to ask us for your options to become partner of the CCW. We are looking forward to hearing from you.

Sylke Dörr
Head of Exhibition
Tel.: + 49 6196 4722-662
E-Mail: doerr@managementcircle.de

Carsten Langensiepen
Team Leader Sales
Tel.: + 49 6196 4722-607
E-Mail: langensiepen@managementcircle.de

»The CCW as the leading trade show for customer care in Europe offered us this year again interesting contacts with customers, partners and prospects.«
Jens Kollmann
arvato CRM Solutions

»In every year the CCW gives us the possibility to generate a high number of interesting contacts within shortest time.«
Klaus Tophoven
CASERIS GmbH

»The exhibitors know why they are there, very punctual and to the point. In summary, one of the best fairs (and they are many) I have ever visited. I would surely visit again.«
Gjorgji Jovanovski
Agency for Foreign Investments and Export Promotion of the Republic of Macedonia

»A great market place for exchange of impulses between visitors, exhibitors and speakers – practical and very informative. Under the events with the topics customer dialogue, contact centre & Co. for sure the leading one.«
Klaus-J. Zschaage
authensis AG

»For us as a young company the CCW is a very important platform to network with our customers and partners, to recognize new technology trends and to present our brand virtualQ. Besides numberless leads we also won new technology and sales partners. For us an all-around successful event.«
Jens Kühnapfel
VirtualQ GmbH

»This was our first time exhibiting at CCW. I was surprised and impressed with the scale of the show. We’ll certainly be back next year.«
Sean Taylor
Radius Communications GmbH
»The CCW, with its specialist conference and trade show, is an ideal event setting that provides comprehensive representation of the call and contact centre world. It offers every participant the opportunity to take away the most relevant information for themselves and their businesses. The exhibitors, advisory boards, partners and speakers make sure of that.«

Simone Fojut

»A lack of communication is unacceptable; it is really important to be able to communicate. The customer decides what is right and there is more than one answer. The leading event for our industry will be there once again to offer answers and inspiration in 2017. I’m really excited!«

Thomas Hohlfeld

»Those who want to predict the future of the service industry look at the algorithms produced in Silicon Valley that govern our flow of consumption and have the power to turn our professional world upside-down. It will be particularly interesting to explore different stances on this issue during the INSPIRATION DAY!«

Verena Fink

»The no.1 think tanks, technology forums and networking platforms in the industry. Anyone who is looking for inspiration and innovation, wants to learn from the best and keep up to date on services, solutions and providers should not miss the CCW 2017!«

Manuela Micheli-Liebsch

»True to the motto ‘for the love of dialogue’, experts and visitors discuss how customer dialogue will develop in the future, which challenges we will face and point out different approaches and solutions.«

Thomas Schmidt

»If you have to make decisions about strategy, design and infrastructure in customer service and dialogue, you absolutely must attend the CCW as the leading trade fair and as a source of inspiration. If you want to showcase your success, the CAT award should be at the top of your list.«

Klaus Schnurbus
Innovation Day
Monday, 20 February 2017

Creative thinking and working in customer service
Chair:
Christian Hagemann, Head of Customer Services, Prophete GmbH & Co. KG
Markus Rebitzky, Head of Internal Sales, FRIMA Deutschland GmbH

from 8.30 am  Registration and reception
9.10 am  Opening of Innovation Day
9.20 am  Social Media: Visions and illusions
• 10 years of Facebook, 15 years of Youtube
• Effects on customer service in Germany
• How to deal with future challenges
Florian Stöhr, Manager, muuu! digital GmbH, Osnabrück
9.50 am  Hackathons as drivers of innovation for banks - a progress report
• Hackathons: an overview
• Accelerate the digital transformation – hack your business, culture and technology
• A progress report: BNP Paribas International Hackathon
Kai Friedrich, CEO, Consorsbank! by BNP Paribas S.A. Niederlassung Deutschland, Nürnberg
10.20 am  Customer centric organisation – inspiration from Silicon Valley
• Customer-centric innovation culture breaking old structures
• Lean startup approaches for established companies
Verena Fink, Managing Director, Woodpecker Finch GmbH, Cologne
10.50 am  Coffee and discussion break
11.20 am  Artificial intelligence at the RWE group: smart handling for customer correspondence
• Mechanisation and acceleration of business processes
• Automation of routine tasks
• Focus on customer concerns
Karin Hausdorf, Senior In-House Advisor, RWE IT GmbH, Essen
11.50 am  Best practice mobile intelligent customer service via opti-channels
• Implementing customer experience best practices all over the world
• Integration of mobile apps into customer service
• Technical trends in customer service: Chatbots, robots, Watson and virtual assistants
Heinrich Welter, Vice President Sales and General Manager for Germany, Austria and Switzerland, Genesys Telecommunications Laboratories GmbH, Munich
12.20 am  Customer service - USP for startups
• We want to delight the customer in every way
• Our mission: to reinvent the food supply chain
• The special relationship to our customers
Dana Coutant, Customer Care Lead US, Marley Spoon, New York
12.50 am  Business lunch

www.ccw.eu
Parallel live visits

**Get a broader perspective by learning from other companies.**
Choose one of the four visits according to your own interests.
Exchange of experience at a high level and networking is the order of the day.

As the number of participants for each visit is limited, be sure to reserve a spot with your favourite company as early as possible.

14.00  Group transfer to live visit (meeting point: hotel lobby)

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1. **Behind the scenes of technology providers: Ubermetrics Technologies GmbH**

Your customers also communicate outside of the social media channels controlled by you. During this visit, we want to show you how you can find this communication and react to it using the Ubermetrics Media Intelligence Tool. Find out about issues early on, specifically through active listening and benchmarking to build on your knowledge today and prepare appropriate responses. We’ll show you how!

This visit will also be in English

Max. 20 participants.

---

2. **Behind the scenes of startups: GetYourGuide**

During the GetYourGuide visit, you will take a look behind the scenes at an ever-growing startup. In small teams, we will look over the shoulder of call centre operatives get an overview of recruitment processes and training for new operatives. Get ready to soak up the atmosphere of a startup environment and get to know this very unique world of work.

This visit will also be in English

Max. 40 participants.

---

3. **Behind the scenes at the largest tourism company in the world - TUI**

What does a travel website need to fulfil the demands of today’s customers? How many people are required to meet these demands and which ideas should be implemented? These are the exciting questions that we’d like to answer live in the TUI E-commerce area.

This visit will also be in English

Max. 40 participants.

Max. 15 participants.

---

4. **Behind the scenes of a job portal: meinestadt.de**

meinestadt.de is the leading regional job market in Germany and brings companies and applicants together by being quick, efficient and mobile. This brings us close to users and means we are able to support them in their careers and big life decisions. During your visit with us, find out about the opportunities companies have to find the perfect employee for them. Find out what challenges companies face in their search for the right employee in our live demonstration.

Max. 20 participants.

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17.45  Transfer to the Estrel Congress & Messe Center

From 18.00  **CCW Wine & Talk**

Finish off the day in dialogue!
The digital future of customer service

Chair:
Thomas Hohlfeld, Managing Director, Ribbon und Partner GmbH
Rainer Wilmers, Managing Director, CosmosDirekt

from 8.30  Registration and reception
9.10  Opening of CCW 2017
9.30  Customer dialogue 2025
• Customer dialogue according to the “act like lovers do” strategy
• The CRM strategies of the future: “Acknowledgement economics” and the “trust centre principle”
• Challenges for the customer dialogue sector: Become “Google Plus”!
• Marketing in Web 3.0
• Future opportunities: Intelligent touchpoint management
Sven Gabor Janszky, Trend Researcher and Chairman, 2b Ahead Think Tank, Leipzig

10.30  Best customer experience at Daimler
• Digital transformation
• Personalised services around the world, around the clock
• Current challenges
Christine Schröder, Director IT Global Service and Parts, Daimler AG, Stuttgart

11.00  Coffee and discussion break
11.30  Case study: Using a smartphone digital assistant for the automation of service processes
• Mobile engagement: Networked communication conceived systematically from the customer’s perspective
• Artificial intelligence: Avoiding media disruptions and manual intervention in processes
Daniel Kolvenbach, Board Member, SIGNAL IDUNA Bauspar AG, Hamburg

12.00  Panel discussion: Trends and future prospects in customer service

12.30  Business lunch - discussion and visit of the trade show
14.00  Trends that are revolutionising the customer experience
• Virtual reality (VR), artificial intelligence (AI), the internet of things (IoT), mobile and cloud transform the way organizations engage with the world
• New disruptive technologies, rise of the digital natives and an increasing cost pressure determine the pace of the change
• Never was a successful customer engagement strategy as important as in times of digital transformation
Donald E. Brown, President and CEO, Interactive Intelligence Inc., Indianapolis

Exclusive – our VIP package for conference attendees
• Fast-track to the conference without on-site registration
• Free WLAN access
• VIP lounge: Kick back, relax, network
• Access to all three days of the trade show as well as the CCW themed party
1st Conference Day Tuesday, 21 February 2017

14.30 **Google as a “machine learning first” company - is this model transferable to the contact centre field?**
- How Google is making the transition into a “machine learning first” company
- How companies can implement this technology themselves
Jens Bussmann, Cloud Platform Lead, DACH & CEE, **Google Germany GmbH**, Munich

---

**Thinking outside the box for customer service**
Customer service deluxe from different perspectives.
15 minutes for each initial presentation with a closing discussion and your own practical session.

15.00 **What's up & whatsapp – proactive customer contact strategies and an introduction to new service channels**
- Why emotional products need new service channels
- Share expert knowledge with customers before you ask
Carmen Beissner, Global Director Customer Care, **Scout24 group**, Berlin

15.20 **CRM and true love - handling fan data at Borussia Dortmund**
- Fan data at BVB: quantity, quality and infrastructure
- The emotional side of fan loyalty
- A trustworthy environment and the differences from product manufacturers
David Görges, Manager of Neue Medien/CRM, **Borussia Dortmund GmbH & Co. KGaA**, Dortmund

15.40 **Why deluxe customer service means being available for customers 24/7**
- Using the structure of an emergency call centre for operations at a call centre
- Quick reaction times around the clock, 24/7
- Knowledge data bases and omni-channels in 24-hour operation
Manfred Lenk, Management, Organisation & Quality Management, **EUA Euro Union Assistance GmbH**, Stuttgart

16.00 Coffee and discussion break

16.30 **Panel discussion:**
**Thinking outside the box – what we can learn from each other**

17.00 **Go hard or go home!**
- Success factors for mission statements: the Alinghi project
- Write history with excellence and teamwork
- The corner stones of effective teamwork
- Factors for success in management and at sea
Dominik Neidhart, Professional Sailor, **Winner of the XXXI America’s Cup, Global Top Speaker**

18.00 **CAT award ceremony 2017 presented by Laura Wontorra**
Presentation of the Call Centre Manager and Innovative Manager of the Year awards for Germany, Austria and Switzerland
Presented by: Laura Wontorra

19.00 **Get-together & buffet**
End the day nicely by celebrating with the winners.
### 2nd Conference Day

**Wednesday, 22 February 2017**

**Create unique customer experiences with your employees**

Chair:
- Thomas Hohlfeld, Managing Director, Ribbon und Partner GmbH
- Rainer Wilmers, Managing Director, CosmosDirekt

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speakers</th>
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<tr>
<td>8.45</td>
<td>Introduction to the 2nd conference day</td>
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<td>9.00</td>
<td><strong>Teaching a computer to wear shoes: exploring the role of artificial superintelligence in customer support</strong>&lt;br&gt;• Artificial intelligence (AI) technologies from the Silicon Valley&lt;br&gt;• Looking ahead to the future of AI and how AI can be used to improve customer care&lt;br&gt;Noah Schwartz, CEO/Chief Engineer, Quorum AI, San Francisco</td>
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<td>9.45</td>
<td><strong>Giving customers what they want</strong>&lt;br&gt;• Culture&lt;br&gt;• Processes&lt;br&gt;• Decision making &amp; consequences in a truly customer &amp; data driven company&lt;br&gt;Tao Tao, Co-Founder &amp; COO, GetYourGuide, Berlin</td>
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<td>10.15</td>
<td><strong>Is the way to customer orientation through employees?</strong>&lt;br&gt;• How has E.ON used service design methods to develop new learning formats with employees?&lt;br&gt;• How can methodologies from market and trend research be used to understand employees and their living environments and to design better management systems in centres?&lt;br&gt;• Can segmentation methods from target groups also be used with employees?&lt;br&gt;• Which implementation steps come from a deep understanding of the living environments of employees?&lt;br&gt;Dr. Kristina Rodig, Head of Customer and Market Insights, E.ON SE, Essen&lt;br&gt;Andrea Lindert, Head of Quality and Complaints Management, E.ON Energie Kundenservice GmbH, Potsdam</td>
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<td>11.00</td>
<td>Coffee and discussion break</td>
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<td>11.15</td>
<td><strong>Customer service management in an international environment - challenges from processing to active phone sales</strong>&lt;br&gt;• Customer service as a challenge: Providing support for 25 countries in 5 languages with a small team&lt;br&gt;• An industrial company and customer service: a clash of two different worlds?&lt;br&gt;• Marketing highly complex products in an international environment: is it possible?&lt;br&gt;Jenny Moflar, Head of Customer Service, FRIMA International AG, Heerbrugg</td>
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<td>11.45</td>
<td><strong>Demographic change vs. digitalisation</strong>&lt;br&gt;• Are we prepared for an increase of employees to 50+ and how can we tackle the most pressing topics of today: migration and immigration?&lt;br&gt;• How can communication trends also reach older generations?&lt;br&gt;• Is the “home office in telesales” career model an option after 35 years in field service?&lt;br&gt;Kai Loddenkemper, Head of Telesales, Wer liefert was? GmbH, Hamburg</td>
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<td>12.15</td>
<td><strong>True leaders - how to stay self-sufficient, successful and satisfied in your job</strong>&lt;br&gt;• How to master the balancing act between meeting demand, hitting figures and working self-sufficiently&lt;br&gt;• How to distance yourself from negative influences and balance personal and professional goals&lt;br&gt;Ilka Piechowiak, Keynote Speaker, Personnel Trainer, former Marketing and Sales Manager and former Player on the National Handball Team, Hamburg</td>
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<tr>
<td>13.00</td>
<td>Business lunch - discussion and visit to the trade show</td>
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14.30 Exchange in the specialist panels: **Parallel specialist panels** (One panel will be offered in English)

**Social Media**
Chair: Andreas Klug
ITYX AG

14.45 **Social Media@AXA - how AXA meets the expectations of digital customers**
- Touchpoint expansion through active community management within the context of the customer journey
- Professionalisation of marketing and branding activities
- Communicating as equals: What are users’ preferred communication channels?
  
Hartmut Danielzick, Division Manager for Telephonic Customer Service, AXA Konzern AG, Cologne

15.15 **“Netiquette” for the social web: The political mob of the service industry**
- The showdown between a regional newspaper and political party AfD [Alternative for Germany]
- Why it hurts...
  
  ...And why a little humour can help
Melanie Ahlemeier, Deputy Chief Editor and Newsroom Manager, Mannheimer Morgen, Mannheim

15.45 **Email marketing, online marketing etc.: Make your marketing potential legally watertight**
- The legal side of double opt-in: When is it really necessary and can customers be signed up even without their consent?
- Do I need cookie consent?
- What to look out for when using a tracking tool
  
Kathrin Schürmann, Lawyer and Partner at SCHÜRMANN WOLSCHENDORF DREYER, Berlin

16.15 Coffee and discussion break - start of plenary session

16.45 **Breaking news – keeping an eye on the market**
Discuss brand-new topics with experts from the industry – Come along with your questions.

17.30 **If data is the new oil, why are we not acting accordingly?**
- How digital value creation is passing us by and what we can do about it
- Where is the value in data, what do oil and data have in common and how are they different?
- Are we failing as companies (and as a society) with data value creation?
- How can we succeed in monetising our data?
  
Dr. Andreas Wagener, Professor for Digital Marketing, Hochschule Hof, Blogger for Nerdwärts.de, Würzburg

approx. 18.30 End of the 2nd conference day

19.00 **CCW party 2017 – Caribbean night**
White sands, blue seas, ice-cold drinks – let us bring you to the Caribbean seas.
Soak up the unique atmosphere of the CCW party and enjoy delicious food, live music under the palm trees with a few surprises thrown in.
Inspiration Day  Thursday, 23 February 2017

Parallel worlds: Artificial or human intelligence in customer service
Chair:
Verena Fink, Managing Director, Woodpecker Finch GmbH

from 8.30  Registration and reception

9.00  Pick the brains of neuroscientists and get a first-hand account of the latest knowledge in the field
• New developments in IT on the computer-brain interface: do humans control computers or do computers control humans?
• Deep brain stimulation: Therapy or neuroenhancement?
• How do digital media, the Internet of Things and progress in artificial intelligence change our world of work and are our brains ready?
Prof. Martin Korte, Executive Director, TU Braunschweig, Braunschweig

10.00  Understanding customers on a bigger scale: Europe's largest curated shopping service
• Learning systems understand how people think
• How artificial intelligence can anticipate customers' requirements
Philipp von Lamezan, Head of Sales Development, Outfittery GmbH, Berlin

11.00  Coffee and discussion break

11.30  Digital labour employee: Amelia the worker bee with emotional intelligence
• Service intervals outside the confines of time and space
• Augment your workforce - where humans and machines complement each other well
• Digital labour increases competitiveness
Olav Strand, Managing Director, IPsoft GmbH, Frankfurt am Main

12.30  Business lunch

13.30  How artificial intelligence is changing the business world
• Advanced digitalisation requires companies in all industries to change radically
• The Watson system will revolutionise the quality of services
• Artificial intelligence will be a key skill for managers in the future
Dr. Karin Vey, Executive Innovation Consultant, IBM Research, ThinkLab, Zurich

14.30  Who's afraid of the chatbot? Psychological aspects of artificial intelligence and robotics
• Status quo and the future of service and social robotics
• Findings on perceptions of humanoid machines
• Practical tips on designing autonomous agents to interact with customers
Dr. Martina Mara, Key Researcher, Ars Electronica Futurelab, Linz

15.30  Coffee and discussion break

16.00  Interaction between humans and machines - the slow death of smartphones
• The shift between generic graphic user interfaces
• The new generation of natural user interfaces
• What will cooperation between humans and machines look like in the future?
Tobias Eichenwald, CEO & Co-Founder, Senic GmbH, Berlin

17.00  Panel discussion: Parallel worlds - is side-by-side a viable path for the future?

17.30  Capacity building - a summary of the day’s findings

approx. 17.45  End of the inspiration day

Presented by Laura Wontorra

Have you excelled with an idea or project that was innovative, inspirational and future-oriented? Can you inspire your team to achieve common goals and find solutions? Cap off your success with the CAT award and let your reputation precede you.

The award recognises service and contact centre managers, who have successfully implemented one of the following projects alongside their team:

- The implementation of an exceptional HR development concept
- The successful conception and implementation of a campaign
- The development of a successful HR marketing concept
- A comprehensive restructuring measure
- Implementation of a quality measure

The categories
Managers leading a team in a service or contact centre in Germany, Austria or Switzerland are eligible to apply. The jury will also confer an award for innovation, which rewards innovative approaches that demonstrate particular foresight in a service centre environment.

Application deadline: 30 November 2016
For any enquiries, please contact Simone Fojut, Editor in Chief at CallCenterProfi, tel.: +49 611 949 147-33

The jury

Sigrid Bauschert
CEO
Management Circle AG

Simone Fojut
Editor in Chief
CallCenterProfi

Ralf Raetzo
CEO
CallNet.ch

Elke Schaffer
Vice President
CallCenterForum.at

Manfred Stockmann
President
Call Center Verband Deutschland e.V.

Proud winners of the CAT award 2016:
Hartmut Danielzick, Natascha Kantauer-Gansch, Urs Christen, Lars Müller-Lambrecht (l.t.r.)


Presented by Laura Wontorra

Have you excelled with an idea or project that was innovative, inspirational and future-oriented? Can you inspire your team to achieve common goals and find solutions? Cap off your success with the CAT award and let your reputation precede you.

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- The implementation of an exceptional HR development concept
- The successful conception and implementation of a campaign
- The development of a successful HR marketing concept
- A comprehensive restructuring measure
- Implementation of a quality measure

The categories
Managers leading a team in a service or contact centre in Germany, Austria or Switzerland are eligible to apply. The jury will also confer an award for innovation, which rewards innovative approaches that demonstrate particular foresight in a service centre environment.

Application deadline: 30 November 2016
For any enquiries, please contact Simone Fojut, Editor in Chief at CallCenterProfi, tel.: +49 611 949 147-33

The jury

Sigrid Bauschert
CEO
Management Circle AG

Simone Fojut
Editor in Chief
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Ralf Raetzo
CEO
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Tel.: +49 (0) 49 30 6831-0 Fax: +49 (0) 49 30 6831-2345
www.estrel.com

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A limited number of rooms are available at the conference hotel at a special price. Please make your reservation in advance by contacting the hotel directly citing CCW.

Conditions of registration
Once you have registered, you will receive confirmation and an invoice. The attendance fee for the two-day conference including business lunch, refreshments, documentation and both of the evening events is € 2,095. The attendance fee for three days of the event (innovation day + conference or conference + inspiration day) is € 2,790. The attendance fee for the full four days of the CCW 2017 (innovation day + conference + inspiration day) is € 3,385. The attendance fee for one day (innovation day or inspiration day) is € 1,395. You can cancel your reservation free of charge up to two weeks before the event. Any cancellations made after the two week cut-off point will incur the full attendance fee. Any cancellations must be made in writing. Substitution of participants is permitted. The prices listed above do not include VAT.