The community of professionals and senior managers
Call Center Guru presents

The II Annual Leader’s Summit

Contact Centers Optimization

27 – 28 October 2011
Business Center, Radisson Slavyanskaya Hotel,
Europe sq. bild.2, Moscow, Russia
Overall sponsor

TELEOPTI

Overall partner

APEX BERG

Gold partners

VERINT

Группа компаний Набиев технологий
ПОИСК ИТ
научно-технический центр

NICE

KPOK

NUANCE
ABOUT THE SUMMIT

Organizer of the Leader’s Summit is the Call Center Guru professional community that connects more than 3800 users from Russia, Ukraine, Kazakhstan and other countries in the region. The Summit is an annual regional key event dedicated to issues of optimization and efficiency improvement of contact centers. The summit is supported by the National Association of Contact Centres and Contact Centre Management Partnership (Russia).

Contact Center Optimization Summit will be held October 27-28, 2011, in Moscow in the business center of Radisson Slavyanskaya Hotel.

The Leader’s Summit aims to provide participants with first-hand information on best practices in operational managing and optimizing of contact centers, as well as provide participants with an audience with key worldwide technology vendors and solutions providers. At the Summit, you will be able to meet the decision makers and leading managers in the field of efficiency improvement of contact centers for customers service. This summit will allow participants to gain useful and relevant information, contacts and strong relationships with colleagues.

WHO WILL PARTICIPATE?

Last year the Leader’s Summit brought together over 100+ delegates - leaders and key managers of contact centers from Moscow, other Russian regions, as well as from Ukraine, Uzbekistan, Tajikistan, Germany, Israel, Britain and other countries. Among the participants were leading executives and key managers such as call centers: Bosch Sicherheitssysteme GmbH (Germany), Rosbank, Telecom Express, Babilon-M (Tajikistan), ER-Telecom Holding, MTS, Beeline (VimpelCom), Russfinance, Megafon, CC First line Plus, Molotok.ru, TransCredit Bank, Bashinformsvyaz, DoubleGIS, MUSA MOTORS, Delta Bank, Teleperformance, Moscow Bank for Reconstruction and Development, MDM Bank, Ucell (Uzbekistan), DHL Express, Call-Centre Grand, Alfa Bank, MegaFon, Investbank, Taxco, Direct Approach, Seaside Branch of Dalsvyaz, UkrSibbank (Ukraine), MGTS, Line Dialogue, Sberbank, BNP Paribas, ROSNO and many others, all more than 60 companies.

WHO SHOULD ATTEND?

- Heads of customer service, public service departments
  - Telecom operators and service providers
  - Banks and insurance companies
  - Transport and logistics companies
  - Retailers:
    - Electronics, food, HoReCa
    - Automobile dealers
  - Pharmaceuticals
  - Property
  - Utilities, etc.
  - Government, municipalities etc.
- Heads of telemarketing, telesales departments
- The leaders of call centers, directors and key managers of contact centers departments:
  - Monitoring and quality management departments
  - Customer insight
  - Recruitment, staff training
  - Coaches contact centers
  - Supervisors etc.

WHY ATTEND?

Leader’s Summit provides quality information and a unique opportunity:

- To acquaint with best practice management and optimization of contact centers
- To get first-hand information
- To ask questions to the best in the industry consultants, practitioners and experts
- To obtain rapid advice
- To meet and establish business contacts with leaders and decision makers in the industry of call centers from Russia and other countries

The languages of the summit are Russian and English (simultaneous translation provided).
SUMMIT AGENDA

OCTOBER 27
FIRST DAY OF THE SUMMIT

8:30
Delegate Registration

OPENING OF THE SUMMIT
9:00
Welcoming address by the Chairman of the Day

KEY SESSION
9:15
Contact Center Optimization - Structure Approach - or how to apply theoretical development and the standards to optimize CC

CASE STUDY
Optimization of CC - practical examples. Identified problems and proposed solutions in consulting projects of Apex Berg
Oleg Zeldin,
Managing Partner, Apex Contact Center Consulting Berg

10:15
CASE STUDY
A practical example of implementing workforce optimization solutions in the back-office of Sberbank
Gleb Efremov,
Head of Private Lending, Sberbank

10:45
Changing Traditions: Contact Centers optimization today - money tomorrow or the day after tomorrow
Andrei Akimov, Senior Analyst, Croc

11:15
NICE approach to Unified Customer Service
Alex Troshchenko,
Business Development Manager, NICE

11:45
COFFEE BREAK, VISIT TO EXHIBITION AREA

12:15
The Role of Work Force Management tools - in the contact center and beyond
Yury Solovyov,
Business Consultant, Teleopti AB

12:45
CASE STUDY
WFM and multisite contact center: central planning timetables, integration with the pay-roll system
Irina Tsvigun,
Head of Resource Planning Multisite Contact Center, VimpelCom

13:15
Contact Centres Are Just The Tip Of The Iceberg – How do You Link and Optimise Your Front and Back Office?
Anna Mamikonyan,
Executive Director of Channel Sales, Verint

13:45
BUSINESS LUNCH
15:15
The use of speech analysis (IA *) and prompts in real time (RTI **) to increase sales through Contact Center
Vyacheslav Morozov
Regional Sales Manager, Russia and the CIS, NICE Systems EMEA

* NICE Interaction Analytics
** Nice Real-Time Impact

15:45
CASE STUDY
Aeroflot: when the word is a gold
Vitaly Yurchenko, Voxcom

16:15
Optimizing contact center: the possibility of speech analytics
Dmitry Makarenko Director of Science and Technology POISK-IT

Jonathan Wax, VP of Nexidia

16:45
CASE STUDY
The role of speech analytics to improve the efficiency of contact centers
Jonathan Wax, VP of Nexidia

17:15
Virtual operators - how to increase profits by 20 times?
Dmitry Podprosvetov, Sales Manager Key Account, Voxcom

17:45
NETWORKING SESSION
Informal communication and speed dating

19:30
End of first day

OCTOBER 28
SECOND DAY OF THE SUMMIT

8:30
Delegate Registration

9:15
Opening by the Chairman of the Second day

9:20
OPERATIONAL MANAGEMENT

Opportunities for streamlining processes and organization of work in small contact centers
Vitaliy Primack, Head of the sector to work with clients, CSC Primorye 'Primsotsbank'

9:40
CHANGES MANAGEMENT AND OPTIMIZATION
CASE STUDY
Centralization of service processes, 'For' and 'Against'
Irina Akulova
Director of United Contact Centre, ROSNO

Structure optimization of call-center
Natalia Listova, Independent Expert

10:20
COFFEE BREAK. VISIT TO EXHIBITION AREA
10:40
MULTI-CHANNEL OPTIMIZATION
Alternative channels of access to information for clients of corporate banking contact center
Elena Malyutina,
Head of the contact center, Priorbank JSC, a member of Raiffeisen Bank International

Web chat - a practice, limitations and potential use in business
Boris M. Shlain,
Senior Consultant, Shlain Consulting

Web-site of the bank - from self-service to sales
Christina A. Yartseva,
Head of Telemarketing, Russian Standard Bank

Video service in the Contact Center
Dmitry Chobit,
Leading specialist of the development of self-service, Business unit "MTS Russia" JSC "MTS"

YouTube as a new channel for customer self-service
Alexander Faychuk,
Leading specialist of the development of self-service, Business unit "MTS Russia" JSC "MTS"

12:20
OPTIMIZATION AND QUALITY
CASE STUDY
The use of speech technology in the quality control system in CC
Elizabeth Kulakova
Senior Specialist, Quality Control, Telecom Express

The quality control system for processing contacts. Is there a limit on the size of investment? What can and not be "optimized" in this process?
Dmitry Manin,
General Director, CRM-Design

Ludmila Mindlin,
The head of department of Claims and Quality Control, Renaissance Credit Bank

The quality system process contact: standards, control, motivation
Irina Sikacheva,
Director of the Department customer service, SPSR - Express

13:40
BUSINESS LUNCH

14:20
CUSTOMER MANAGEMENT
CASE STUDY
How to use the results of the analysis of data from customer satisfaction to optimize the primary and secondary processes in contact center?
Evgeny Alekseev,
Head of Contact Centre, MSK insurance company

The integration of contact centers in the CRM system
Constantine Chernokozhin, Oberon

WOW service model: how to exceed the expectations of customers?
Catherine A. Avilkina,
Head of Call center, Ostrovok.ru

Work with references customers in social networks
Bena Vladislavovna Voitova,
Director, Taxcom

15:20
PEOPLE MANAGEMENT
Optimization of the processes of learning specialists contact centers: a systematic approach
Roman Barnov, trainer and consultant

Optimization of processes of selection, training and verification of knowledge and skills of staff in the contact center
Julia L. Lysova,
Director of the Directorate of information and service, Investment Bank

Call Center Guru
CC Optimization Summit

T: +7 (495) 995-80-07 | E: ccosummit11@callcenter guru.ru | W: www.callcenter guru.ru
Why you should pay attention not only to train operators?
Galina V. Khaustova,
Head of the Regional Training Center, BEITRAINING Moscow Central

16:20
COFFEE BREAK ON THE EXHIBITION AREA

16:40
SALES OPTIMIZATION
How to sell the elephant in the Contact Center?
Ilya Komarov
The project manager of the Division of Operations and Intelligence Department and contact center channels selfservice, BU "MTS Russia"

Optimal path from a cost center to the center of the company's profitability. How to sell on inbound calls?
Ludmila Beloglazova,
Director, CCM

Natalia S. Samarenkova,
Head of CC, Volga branch of MegaFon

17:40
BUSINESS PROCESS OUTSOURCING
Business process outsourcing, as an element of cost optimization for Corporate Contact Center
Natalia L. Ivanov,
Commercial Director, Front Line

Anastasia K. Vorobiev,
Head of call-center, Detsky Mir Center

19:00
END OF SUMMIT
Closing speech by Chairman

Venue
The summit will be held on October 27-28, 2011 at Radisson Slavyanskaya Hotel and Business Centre, Moscow
Address: Europe Square, 2 - 121059 Moscow - Russia
Phone: +7 495 941 80 20

To view maps please copy short link to your browser: http://g.co/maps/3xj4q
For travel and accommodation information please visit venue official web-site: www.radisson.ru/slavyanskayahtl-moscow

- Nestled by the banks of the Moscow River, the Radisson Slavyanskaya Hotel & Business Center, Moscow is adjacent to the new Europe Plaza, fountain and crystal bridge.
- Located close to the Kremlin and historic heart of Moscow, the hotel offers panoramic views of the Russian White House, and Borodino Bridge.
- Each of hotel rooms and suites are fully equipped with high-quality amenities including Wireless Internet Access (WiFi).
- Guests have access to the fitness centre with its large gym, whirlpool, steam and dry saunas and massage facilities.
- The Talavera Restaurant features Italian cuisine, while Cafe Amadeus serves an international menu.
- Sumosan serves some of the best in Japanese cuisine and sushi in Moscow, while Russky is known for serving authentic Russian cuisine from the time of the Tsars.
- Venue location is just 100 meters from the metro station Kievskaya. You can reach the venue by the subway.
- If you are getting from the airport (Sheremetyevo, Domodedovo, Vnukovo) please use Aeroexpress service to get to the Moscow city (40 min), then go down into the subway and 30 minutes later you reach the station of Kyivskaya. The way from the airport to the hotel will not take you more than 1.5 - 2 hours, unless of course timetable will be in order. If you require airport pickup and transfer, please let us know as soon as possible.
- Have a good journey and welcome to Moscow!
APPLICATION FORM FOR PARTICIPATION IN THE SUMMIT

Please register representative(s) of our company as a delegate of the «Contact Centers Optimization Leader’s Summit – 2011» 27-28.10.2011, Radisson Slavyanskaya Hotel, Moscow, Russia

PERSON FOR CONTACT:

<table>
<thead>
<tr>
<th>SURNAME</th>
<th>FIRST NAME</th>
<th>POSITION</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-MAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PHONE NUMBER (with state code)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

PO NUMBER OR BANK DETAILS FOR INVOICING

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEGAL ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PO NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

INFORMATION ABOUT DELEGATES

Delegate 1

<table>
<thead>
<tr>
<th>SURNAME</th>
<th>FIRST NAME</th>
<th>POSITION</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROMO CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

Delegate 2

<table>
<thead>
<tr>
<th>SURNAME</th>
<th>FIRST NAME</th>
<th>POSITION</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROMO CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

Delegate 3

<table>
<thead>
<tr>
<th>SURNAME</th>
<th>FIRST NAME</th>
<th>POSITION</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROMO CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

For application and receipt for payment, please fill out the application form above and mail it scanned copy of the e-mail: ccosummit11@callcenterguru.ru

On contract execution, accounting documents, please contact:
T: +7 (495) 995-80-07  |  E: ccosummit11@callcenterguru.ru