Gartner Customer Relationship Management Summit 2011

14 – 15 March 2011
Lancaster London Hotel, London, UK
europe.gartner.com/crm

CRM in 2011: Experience Focused; Socially Aligned; Digitally Enabled

HOT TOPICS

Customer Experience Management
Social CRM
Digital Marketing
Data and Analytics
Mobile CRM

Early-bird Savings — Register by 14 January 2011 and save €300
CRM in 2011: Experience Focused; Socially Aligned; Digitally Enabled

CRM is entering a new era where the focus is much more on the relationship and less on its management. Driven by social media, a more open, honest and balanced approach is emerging, where organizations listen to and work with their customers to provide mutually beneficial and rewarding relationships.

As a result, the customer experience is now of paramount importance but organizations currently struggle to provide a consistent experience across existing and emerging channels and lack insight on the cross-channel interactions their customers’ embark on. The adoption of analytics to help understand and improve sales, marketing and service processes across all channels, ranging from a contact center to the mobile web to a social community is a key investment area.

This backdrop complicates the existing foundational building blocks that are required for CRM excellence. Aspects such as embracing new enabling technologies, revisiting existing strategies, obtaining a single view of the customer given the vast amounts of unstructured data that is now available, and coping with the associated change management issues, means that a back to basics approach is needed for all organizations of all CRM maturities.

At the 2011 Gartner Customer Relationship Management Summit, we will provide guidance on these topics, focusing on how to apply intelligence to customer interactions and become socially aligned and digitally enabled. Targeted at executives from the top 500 European organizations, this event is essential for anyone committed to delivering a superior customer experience.

**Who should attend**

Senior IT and Business Professionals including:

- CRM Project Managers
- CRM Program Managers
- Chief Marketing Officers
- Heads of Customer Experience
- Heads of Customer Intelligence
- Sales Operations Managers
- CIOs
- CEOs
- Line of Business Executives
- Customer Service and Support Executives
- Sales and Marketing Executives
- Technology Strategists
- Applications Managers
- Customer Solutions Technology Specialists
- Front-Office Applications Specialists
- IT Managers
- Business Analysts
The Must-Attend Event for CRM Professionals in 2011

Key Benefits
The best opportunity to get independent advice on your CRM strategy and technologies.

Listen
• Hear from a unique pool of Gartner analysts, industry experts, CRM practitioners and leading providers to gain timely advice and strategic guidance about your CRM strategies and projects.
• Gain a fresh perspective on CRM, business and technology from inspirational keynote speakers.

Learn
• Benefit from the best practices gleaned from Gartner’s investigation of thousands of CRM projects.
• Learn from the experience of others through a series of in-depth case studies.

Discuss
• Speak directly to Gartner analysts to address your own specific CRM issues and develop a CRM strategy that delivers real, measurable business value.
• Delve deep into your key CRM issues in a series of roundtable discussions with your peers and Gartner analysts.

Validate
• Validate your CRM strategies by getting insight into what other leading organizations are doing with CRM.
• Make wise investments: understand the business, market, technologies and disruptions that will affect your enterprise — and be prepared.

Network
• Interact with your peers from a variety of industries and countries and benefit from their collective knowledge and experience.
• Meet some of the leading CRM technology providers to discover, compare and evaluate products and services as you develop your short list of partners to support your business goals.

Plan
• Gain an understanding into the future role of CRM to develop forward looking strategies and actions.
• Use the Gartner Wrap-Up Report to plan the next actions you will take to take your CRM initiatives to the next level.

New for 2011
This year, in response to increasing demand, we have expanded the Summit agenda even further. A new fourth track gives us the scope to delve deeper into the key issues facing CRM professionals today, and to expand our coverage into new areas. Experienced CRM practitioners and delegates returning to the event will see a focus on social CRM, mobile CRM, digital marketing, lead management, data quality and customer experience.

Expanded coverage includes:
• Social Media
• Customer Experience Management
• Data and Analytics

New topics that will be covered at the 2011 Summit include:
• Mobile CRM
• Search Engine Optimization
• Digital User Experiences

Why you should attend
• Develop a framework for building successful CRM projects using Gartner’s Eight Building Blocks for CRM
• Understand how evolving customer and social trends will affect changes in customer service business models and processes
• Learn how to use social CRM to deliver real business benefits
• Create a strategy for improving the customer experience to increase customer satisfaction and loyalty
• Learn how to define and execute an effective customer analytics strategy
• Gain insight into CRM market trends and dynamics
• Optimize your business results by learning how to effectively use analytics
• Explore best practices and technology for achieving lasting improvements in data quality
• Cut through the Master Data Management hype and learn how MDM can help your CRM strategy
• Improve the success rates of your CRM initiatives by developing organizational change management techniques

Register by 14 January 2011 and save €300
Meet the Gartner Analysts

Gartner analysts draw constantly from the real-life challenges and solutions experienced by more than 45,000 clients worldwide. The value of this resource, combined with our deep analysis of technology and service vendors, is unrivalled.

Gene Alvarez
Research VP

Focus Areas: Business to Business and Business to Consumer e-Commerce Strategies and Technologies, Context Aware Mobile E-commerce User Experience and Commerce, CRM and Web Customer Experience Management

Jim Davies
Research Director

Focus Areas: Customer Service and Support, Contact Center Workforce Optimization, Enterprise Feedback Management, Customer Experience Management

Alexander Drobik
Managing VP

Focus Areas: Evolution of Business Applications, E-Business and E-Commerce trends, and Emerging Business Models

Christopher Fletcher
Research Director

Focus Areas: CRM, E-Commerce, Lead Management, Partner Relationship Management, and Social CRM.

Bill Gassman
Research Director

Focus Areas: Web Analytics, Social Media Metrics, Business Intelligence, Cross-channel Analysis, Web A/B Testing

Gareth Herschel
Research Director

Focus Areas: Customer Segmentation, Predictive Analytics, Text Mining, Real-Time Recommendations, 360 Degree View of Customer, CRM Metrics and Performance Management, Customer Profitability Analysis

Johan Jacobs
Research Director

Focus Areas: Web Self Service, Web Customer Service, Collaborative Browsing, E-mail Response Management, Virtual Assistants, Knowledge Base for Self Service, WCS/ E-Service Vendors, Multi-Channel Contact Center, Customer Interaction Hub

Michael Maoz
VP, Distinguished Analyst


Lars Mieritz
Research VP

Focus Areas: Outcome Focused Key Performance Indicators and Metrics, Defining Success Metrics for Projects and Programs, Stakeholder and Sponsor Communication, Scorecards and Dashboards

Scott Nelson
Managing VP

Focus Areas: CRM Strategy, CRM Visioning, Social Media Strategy and CRM, CRM and Broader Application Strategy

Adam Sarner
Research Director


John Radcliffe
Research VP

Focus Areas: Single View of Customer, Customer Data Integration, Master Data Management, Data Quality

Mark Raskino
VP & Gartner Fellow


Ed Thompson
VP, Distinguished Analyst

Focus Areas: Customer Experience, Management, CRM Strategy and Implementation, CRM Deployments in Europe, CRM Vendors, Feedback Management

Ray Valdes
Research VP

Focus Areas: Customer Experience Management, Mobile Application Development, Portal Strategy, Cloud Computing
## Agenda at a Glance

### Sunday 14 March 2011
18:00 – 19:30  **Registration, Information and Refreshments**

### Day 1 — Monday 14 March 2011

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<th>Time</th>
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<td>Registration, Information and Refreshments</td>
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<tr>
<td>08:00 – 08:45</td>
<td>“Getting” Gartner: How to Understand What we are Talking About</td>
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<td>08:45 – 09:00</td>
<td>Break</td>
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<tr>
<td>09:00 – 09:15</td>
<td>Summit Chair Welcome</td>
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<td>09:15 – 10:15</td>
<td>Gartner Keynote</td>
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<td>10:15 – 10:45</td>
<td>Panel Discussion — Moderators: Ed Thompson and Jim Davies</td>
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<td>10:45 – 11:15</td>
<td>Refreshment Break in the Solution Showcase</td>
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<td>11:15 – 12:15</td>
<td>Gartner Customer Relationship Management Excellence Awards</td>
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<td>12:15 – 13:00</td>
<td>Gartner Keynote: The Art of Business Influence</td>
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<tr>
<td>13:00 – 14:00</td>
<td>Lunch in the Solution Showcase</td>
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<tr>
<td>13:15 – 13:30</td>
<td>Magic Quadrant Session: Customer Service Contact Centers</td>
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<td>13:30 – 13:45</td>
<td>Magic Quadrant Session: Social CRM</td>
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### Track 1: CRM Foundations

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<td>The Building Blocks of Social CRM (V)</td>
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<td>14:50 – 15:00</td>
<td>Break</td>
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<tr>
<td>15:00 – 15:30</td>
<td>Solution Provider Session</td>
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<td>15:30 – 16:00</td>
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### Track 2: Digital Marketing

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<td>The Future of E-Commerce — “Rational Exuberance”</td>
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<td>Break</td>
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<td>15:00 – 15:30</td>
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<td>15:30 – 16:00</td>
<td>Break</td>
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<tr>
<td>16:00 – 16:45</td>
<td>Digital Marketing: The Critical Trek for Multi-Channel Campaign Management</td>
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<td>16:45 – 17:00</td>
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<tr>
<td>17:00 – 17:50</td>
<td>Your Site and Search Engine Optimization: Shedding the Invisibility Cloak</td>
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<tr>
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<td>The Customer Experience Management Scenario</td>
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<td>15:30 – 16:00</td>
<td>Break</td>
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<tr>
<td>16:00 – 16:45</td>
<td>Keeping it Human: How Your Contact Center Will Deliver Outstanding Customer Service.</td>
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<td>16:45 – 17:00</td>
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<tr>
<td>17:00 – 17:50</td>
<td>Voice of the Customer: Listen, Analyse and Act To Improve the Customer Experience</td>
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### Track 4: Data and Analytics

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<td>Planning a Customer Analytics Strategy</td>
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<tr>
<td>16:00 – 16:45</td>
<td>Predictive Analytics; Now More Than Ever</td>
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<td>16:45 – 17:00</td>
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<tr>
<td>17:00 – 17:50</td>
<td>Your Online Channel Needs Analytical Help</td>
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<td>Mastering Your Customer Data and Creating a Single Source of Truth</td>
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<tr>
<td>15:30 – 16:00</td>
<td>Engaging With Your Customers Through Social Channels — Tips For Success</td>
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### Day 2 — Tuesday 15 March 2011

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<td>Case Study: Deutsche Bank</td>
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<td>Break</td>
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<tr>
<td>15:20 – 16:05</td>
<td>Guest Keynote: Customer Experience — It’s NOT magic</td>
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<td>16:05 – 16:15</td>
<td>Presentation of the Gartner Customer Relationship Management Excellence Awards</td>
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<td>16:15</td>
<td>Closing Remarks</td>
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*Agenda subject to change*
The Summit provides a unique mix of Gartner Research presentations, guest keynote addresses, case studies, solution provider sessions and roundtable discussions to provide you with a holistic view of the CRM landscape. Information, insight and advice are channelled through a targeted and focused approach, taking you from the high-level strategic view all the way to your specific issue.

**Plenary Sessions**
In our renowned plenary sessions, you’ll hear what today’s leading figures are thinking. Gartner analysts and invited experts will give you strategic insights, thought-provoking points of view and forward-thinking advice that will help shape your planning.

**Track Sessions**
Presented by Gartner analysts, invited guest speakers and industry presenters, these sessions offer the very latest topical updates and actionable insights on the subjects most critical to your organizational development and innovation.

**End-User Case Studies**
The Summit features several end-user case study presentations, with senior IT and business executives from leading organizations from a range of industries and countries designed as use cases you can compare against your own approaches and as benchmarks for your thinking.

**Workshops**
Workshops provide you with a forum to listen to subject-matter experts, interact with fellow delegates and work together to develop best practices that can be put to practical use after the summit. The workshops provide an opportunity to delve deeply into specific critical topics including markets, technologies and business issues.

**Gartner Analysts One-on-One Meetings**
Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30 minute private appointment to discuss your specific issue and walk away with invaluable, tailor made advice.

**Customize Your Agenda**
We understand your need for relevant information and guidance to match your particular focus on CRM, and to match the maturity of your CRM initiatives. To meet this need, sessions have been identified with icons to help you easily navigate your way through the agenda:

- **E Essentials**: If you are at the early stages of your CRM initiatives or you are a newcomer to this space, these sessions will help you navigate through the necessary steps.
- **I Intermediate**: These sessions will focus on building capabilities and/ or skills that improve your CRM initiatives.
- **A Advanced**: If you are an advanced practitioner of CRM, these sessions are designed to take your initiatives to the next level.
- **B Business**: These sessions focus on CRM from the business perspective.
- **T IT**: These sessions focus on CRM from the IT perspective.
- **P Practical**: We understand your need for tactical information you can action straight away. These sessions focus on how to, do’s and don’ts and best practices.
- **S Strategic**: These sessions focus on the strategic insight supporting the development and implementation of your plan of action.

**Advisory Board**
The Gartner Customer Relationship Management Summit benefits from the advice and support of a number of end-user representatives who help ensure the content and direction of the Summit fit the needs of CRM professionals. We would like to thank the following individuals for their support:
- **Paul Laughlin**, Head of Customer & Market Insight, Lloyds Banking Group LP&I
- **Christoph M. Oggenfuss**, Head of Marketing & Communications, COMIT — a Swisscom Company
- **Gemma Richardson**, Customer Insight and Experience Consultant, Financial Ombudsman Service
- **Martine Lamoni Seu**, CRM Global Manager, Kone
- **Ryan Powell**, Senior Manager, Customer Experience, Virgin Media
- **David Montgomery-Law**, European CRM Manager, Eisai

**Analyst One-on-One sessions were very insightful — excellent insight to CRM: how to do it, what to do and most importantly why to do it.**

*J Bannister, Enterprise Architect, Johnson&Johnson*
Plenary Sessions

Gartner Keynote Speaker

Customer Credibility in a Digitally Saturated World
Get your iPad presence nailed yet? Another day, another electronic channel. As they proliferate, the risk is that your messages only add to the incessant roaring digital background noise your customers are tuning out every day…. and to the petabytes of customer data you will have to pay to store and sift. But Moore’s law is barely half done and there is a LOT more technology coming! Some of it will add important new opportunity but yet more complexity. Let’s try to make some sense out of the confusion, blow away the froth and uncover the critical points of focus that will maintain real customer relationship integrity.

Mark Raskino,
VP & Gartner Fellow, Gartner

Guest Keynote Speakers

The Art of Business Influence
Former stockbroker turned author and communication expert, Mark Jeffries has a simple, yet vital message — communication excellence leads to increased connections, elevated success and higher profits.
Mark presents an innovative “toolbox” packed with instantly useable techniques, ideas and methods designed to give you a smart, proven, communication-based approach to the challenges and opportunities you face every day — with your clients and within your teams. From networking to negotiation, from the power of words to the behaviors of the “trusted advisor” and team leader.

Mark Jeffries,
Author and Communication Expert

Customer Experience — It’s NOT Magic
Customer experience is today’s competitive battleground. In this highly unusual and innovative session, Garry Marsh outlines the “magic formula” that creates memorable customer experiences. “It’s NOT magic” is thought-provoking and entertaining with a serious business message about creating an emotional connection that brings customers back time and again. The session has been delivered all over the world to help everybody from the boardroom to the frontline think differently about creating the kind of customer experiences that drive customer loyalty. It’s NOT magic, and every organization can make it happen!

Garry Marsh,
Director, THM Business Simulations

The Gartner and 1to1 Media CRM Excellence Awards 2011

Are you proud of your CRM initiative? Do you feel your organization is truly customer focused and committed to providing personalized, consistent and appropriate experiences for each and every customer interaction? Would you like to share your experiences with like-minded professionals and attempt to win the highly coveted Gartner and 1to1 Media CRM Excellence Award? If so, then now is the time to act!
Gartner invites organizations to apply for the 2011 award via a simple downloadable questionnaire that is available on the CRM Excellence awards Web site. See europe.gartner.com/crm for the submission procedure and associated information.
The final date of entry is Friday 7 January 2011.

Entries will be rated by a panel of Gartner analysts and 1to1 Media judges. There will be separate awards for Customer Experience, Enterprise-Wide Initiatives, Integrated Marketing, Customer Analytics, and Social Engagement. All submissions will be evaluated on how comprehensively their initiatives embrace each of the 8 Building Blocks that Gartner defines as critical for CRM success (see Web site for details).
After the five award winners have been selected, the three best will be invited to present their findings at the 2011 Gartner Customer Relationship Management Summit in London, and an overall winner will be chosen by the audience. Winners and their success stories will be featured in 1to1 Media print and online publications.
End-User Case Study Sessions

The Summit will feature several international end-user case study presentations from senior IT and business executives of leading organizations from various industries and sectors. The case studies bring the practitioners’ own valuable experiences to the audience and highlight the technologies and solutions adopted and lessons learned in their own environments. They further focus on a description of strategy and approach, choice of technologies, mistakes to avoid and how to measure success.

**Saxo Bank: Change Management in a Global CRM Implementation — Fast, Agile and End-User Driven**

Ulrik Branner,
Vice President – Global Head of Commercial Programs, Saxo Bank

**giffgaff: A Mobile Company With Community at the Core**

Robbie Hearn,
Head of Member Experience, giffgaff

**Deutsche Bank: Adopting Multi-Channel Customer Engagement to Continuously Enhance the Customer Experience**

Russell Graham,
Global Head Implementation and Service, Trade Finance / Cash Management Corporates, Deutsche Bank

**Lloyds Banking Group LP&I: Generating Deeper Insights From a Holistic Capability**

Paul Laughlin,
Head of Customer & Market Insight, Lloyds Banking Group LP&I

**eBay: Privacy in the Mobile Digital Age**

Steve Kenny,
Head of EU Privacy, eBay Inc.

**De Bijenkorf : Moving From Traditional Retail to a Segmented Multichannel Approach**

Peter-Paul Lemmens,
Manager CRM, De Bijenkorf

Please check on a regular basis as the case studies are added to the agenda at [europe.gartner.com/crm](http://europe.gartner.com/crm)

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**“I have truly enjoyed the inspirational sessions — easy to choose between by the division into tracks — the evening event provides a good opportunity to network and socialize in an informal way, building professional relationships.”**

Janne Jensen, CRM Consultant, Danish Industries

**“Great event with lots of practical insight.”**

Thomas Zanzinger, VP International and Partners, Empolis

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**Your Summit — Your Agenda**

With a wealth of sessions, it is helpful to have a tool to build your own agenda focusing on your own needs.

The online **Agenda Builder** helps you select the sessions most relevant to you and add them to your calendar and to build in networking and reflection time into your schedule.

Go to [ab.gartner.com/crm12i](http://ab.gartner.com/crm12i) to view the full agenda.
Track 1: CRM Foundations

The Building Blocks of Social CRM
Moving into the realm of social CRM is more than just creating a Facebook page. It involves a balance of strategy and technology, of organizational issues with customer expectations. In this session, we will look at some of the components that firms need to include to be successful in social CRM, whether they are new to the space or have been doing it for years.

- What does social CRM allow firms to do that traditional CRM can’t?
- How are customers’ expectations changing in the era of social CRM?
- What are the impacts to organization as they pursue a social CRM strategy?

Scott Nelson

CRM Change Management: The Intersection of People, Process, and Change
Most of the challenges in creating multi-channel, cross-technology, customer-centric customer relationships are found at the intersection of people, processes, and change. Attend this session to learn how to maximize the positive impact of new CRM processes while keeping organizational resistance and time to productivity to a minimum.

- What is the impact of effective change management processes on the success of CRM initiatives?
- How can change management be leveraged to maximize the positive impact of all customer-facing technologies, minimize organizational resistance, and reduce time to productivity?
- Why will effective change management in the digital CRM world become more compelling than ever?

Christopher Fletcher

CRM Vision and Strategy: Putting the CRM Pieces Together to Generate Success
CRM is more than software. It is more than IT programs. It is about becoming customer centric. And that does not happen accidently. It takes a vision and a strategy to make it happen. In this session, we examine what a CRM vision and strategy really is, why it is necessary, and how it will create a win/win for your firm and your customer.

- What is a vision for CRM, and why is it necessary?
- How do you justify the expense of CRM to management?
- How does CRM fit into the broader IT strategies of the organization?

Scott Nelson

How Customer Trends Impact CRM Technologies and the Vendor Landscape
Customer initiatives continue to evolve as new CRM technology platforms, architectures, and delivery methods enter the market. Social CRM, Mobile, Customer Business Analytics, SOA, and SaaS and Cloud provision are all impacting existing CRM applications and systems. This session explores those changes and gives guidance on how to meet these market challenges and opportunities.

- Which customer trends will dominate and shape the CRM application environment to 2014?
- How will CRM technology platforms, architectures, and delivery methods evolve to embrace these trends?
- How will the CRM application vendor landscape evolve?

Alexander Drobik

Innovation Lives: Emerging Marketing, Sales and Service Processes to Watch
Marketing, selling, and servicing are the key building blocks of a customer strategy, but many enterprises continue to make blunders in their design. New cloud/ SaaS models, ubiquitous mobility, and communities open up new opportunities to innovate. This presentation examines how these will impact the top processes for marketing, sales, and service.

- What trends are driving changes to sales, marketing and customer service processes?
- What are the key processes across sales, marketing and customer service and how do you monitor and improve them?
- How will core CRM processes evolve as they become more impacted by social networking?

Michael Maoz

Getting to Grips with Customer KPIs and Metrics that Focus on Business Outcomes
Many organizations focus on costs and benefits estimation for potential investments, but place less emphasis on the subsequent delivery of the expected business benefits — which is what really matters. Planners should clarify the anticipated business benefits in the pre-project phase using agreed metrics and key performance indicators that directly tie back to the business case and strategic customer goals.

- Why are business benefit identification, tracking and communications important activities?
- What are good practices for articulating the business benefits underlying the business case?
- What are good practices for monitoring business benefits delivery and stakeholder communications?

Lars Mieritz
For many organizations, the entire customer life cycle spanning from needs recognition to information search to evolution, to purchase and support is contained within a Web environment. The emergence of social media and rapid adoption of mobile devices means that organizations need to revamp their digital capabilities for effective sales and marketing. Advancements in Web technologies, net applications and search engines need to be embraced and a strategy for coping with multiple customer personas developed.

**The Future of E-Commerce — “Rational Exuberance”**

Gene Alvarez

E-commerce investments are on the rise again. Organizations are seeking new ways to engage customers, drive new sales and increase customer satisfaction by providing a useful and engaging customer experience via digital channels. This session addresses three key issues:

- What key market trends are driving e-commerce today and into tomorrow?
- What is the future of the e-commerce digital customer experience?
- What are some of the key investment challenges for the future?

**Your Site and Search Engine Optimization: Shedding the Invisibility Cloak**

Ray Valdes

Many organizations spend significant resources on building and operating a Web site, only to see those efforts go unseen due to absence of search-engine optimization. Others undertake SEO, but use keywords and follow user scenarios that are off-target. Finally, those who were successful in the past have recently seen erosion of good results in face of changes, new competition and other ways in which users find information on the Web.

- What is SEO and what benefits can it provide?
- How should organizations undertake SEO initiatives?
- How is the Web changing and what impact will changes have on SEO?

**Digital Marketing: The Critical Trek for Multi-Channel Campaign Management**

Adam Samer

These are the voyages for MCCM. Its next five year mission: to explore strange new online destinations, communities and devices. To seek out new prospects and engage customers online. This presentation will take you boldly where no traditional campaign management projects have gone before.

- What will drive Multi-Channel Campaign Management for the next five years?
- How will companies reinforce traditional Multi-Channel Campaign Management capabilities with Digital Marketing?
- Which vendors are best suited for Digital Marketing/MCCM in the medium term?


Chris Fletcher

Lead management in B2B and B2B2C companies is challenging: multi-channel, always on, and the customer is in control. Attend this session to understand when and how to use E-Commerce, Web, social, e-mail, and mobile channels to create high yield, high value, engaging selling opportunities.

- How are B2B and B2B2C industry leaders leveraging multiple channels of digital marketing to maximize lead management initiatives?
- Which metrics should be used to quantify the business contribution of digital lead management?
- Which digital technologies will have the biggest impact on lead management?

**A Blue Ocean for Social Marketing**

Adam Samer

The Internet has shifted a typical buying process of need/want recognition, information search, evaluation and purchase from an offline to an increasingly online activity. However, customers go through similar buying processes and decision points when making purchases. With each stage of the buying process, social marketing will influence and engage the customer through all stages of a purchase.

- What new data sources exist because of the explosion of social activity?
- What tools measure the value of social media and how will the market evolve?
- What are the best practices for gaining and using the insight from social networks?

**Putting Mobile CRM in Context for Customers**

Gene Alvarez

Smartphone and Web enabled mobile devices like the iPad sales continue to rise. Simultaneously customers’ expectations for a great "in context" mobile customer experience is being driven by an increasing number of mobile applications and improvements in mobile Web access. This session addresses three key issues:

- How is context aware computing impacting the mobile customer experience today and tomorrow?
- How can context aware computing be used to drive sales and increase customer satisfaction?
- What are the do’s and don’ts of context-enriched mobile applications?
Track 3: Customer Experience Management

Customers have an experience every time they interact with an organization. This cannot be avoided, so its management is essential. By setting (or resetting) expectations with customers and delivering the intended experience in a repeatable way across all communication channels, organizations can improve satisfaction, loyalty and brand value. Technological investment is needed to provide this consistent experience across the contact center, Web and social arena as well as capture important feedback about the actual experience delivered.

The Customer Experience Management Scenario
The customer experience is one of few differentiators that are still hard to copy from a competitor. Increasing numbers of directors see it as a critical competitive battleground. Meanwhile, customers have never been so willing to drop a supplier on the basis of one poor experience, and then tell as many people as they can. This presentation examines the theory, importance and future of customer experience management, while outlining possible project types.
- What is a customer experience and customer experience management (CEM)?
- Which projects deliver the most positive customer experiences?
- How will customer experience management evolve through 2020?

Ed Thompson

Leveraging Social Knowledge and Communities for Web Self-Service
Customer self-service via the Web using technologies such as natural-language search, automated e-mail response systems, virtual assistants, knowledge base solutions and social networks are fast replacing labour-intensive and phone based interactions. This presentation explores how to assimilate and use social knowledge and hosted community knowledge for Web based self-service.
- What are the myths and realities around self-service and how is Social impacting it?
- How to go about harvesting social content and using peer to peer communities for Web self-service.
- Which vendors would you go to for self service and the management of social knowledge?

Johan Jacobs

Keeping it Human: How Your Contact Center Will Deliver Outstanding Customer Service
This session examines how efficiency metrics can be met while selecting the leading technologies and processes to create outstanding customer experiences in the customer service contact center. Fads and trends such as social collaboration, cloud computing, pervasive mobility (always connected customers) and software as a service are colliding in the contact center with the basic need to control costs.
- How will customer service organizations meet the demands of the social customer while controlling costs?
- How will organizations create key performance indicators and processes to improve customer service?
- Which technologies will drive best in class customer service, specifically with cloud applications?

Michael Macz

Voice of the Customer: Listen, Analyze and Act To Improve the Customer Experience
The customer voice takes many forms; from the completion of a formal corporate survey to a throw-away comment in Facebook. Each has merit. The ability to collect, analyze and act upon these diverse feedback channels in a holistic way is a key challenge for organizations. In this session we categorise these feedback channels, highlighting:
- How can organizations best leverage the direct customer voice?
- How can organizations best leverage the indirect customer voice?
- How can organizations best leverage the inferred customer voice?
- How should organizations align the direct, indirect and inferred customer voices?

Jim Davies

Designing Delightful (or Dreadful) Digital User Experiences
User experience has become an undeniable competitive differentiator in many industry sectors. Many organizations seek to replace antiquated designs by adding the latest technology. The results can be dreadful as often as they are delightful. For many internal-facing applications, mediocrity would be a step upward.
- What are the principles of user experience design and how can these be applied to enterprise systems?
- What is design process and why does it outweigh technology as a key success factor?
- What is the future of user experience design?

Ray Valdes

Putting Plans for Customer Experience Into Practice
There is a wide gap between wanting to provide a better customer experience and making it happen. The practicalities of improving the customer experience have many challenges. This presentation helps to overcome some of them. It examines the creation of a strategy, but focuses most on tactics. It examines who leads, where to start, how to measure and which technologies are beneficial.
- How to create a strategy for improving the customer experience?
- Who leads and where to start to improve the customer experience?
- How to measure the success of CEM?
- Which technologies and vendors are best for CEM?

Ed Thompson

Register by 14 January 2011 and save €300
Planning a Customer Analytics Strategy
You are doing some analysis of the customer, like the idea, have some BI tools, have got good ROI, but have the nagging feeling that you can be doing more. This session will outline the steps and best practices that will take your customer insight activities from ad hoc, to streamlined and focused on delivering value to the business.

- Why is analysis becoming a must-have capability for organizations and what represents best practice?
- What steps should organizations take to define and execute a customer analytics strategy?

Gareth Herschel

How Many Single Views of the Customer Can You Afford?
Everyone talks about the single view of the customer, but the organizational reality is that there are multiple, inconsistent “single views.” To create a unified, trusted view you need Master Data Management (MDM). Leading organizations are leveraging MDM to improve their business processes, customer experience, customer insight and decision making. Attend this presentation to learn more about MDM and how it can help your CRM strategy.

- Why are organizations investing in MDM and what has been achieved so far?
- What are current and emerging best practices for MDM?
- How will the market and technologies evolve, and which vendors will win?

John Radcliffe

Predictive Analytics; Now More Than Ever
If you think predictive analytics is incredibly important but aren’t sure you are doing it right, wish that every time you asked someone to build a model you weren’t told that it can be ready in six months and are confused by the number of vendors who suddenly seem to offer predictive analytics solutions, then come to this session.

- What is the business case for predictive analytics?
- How do we overcome the analyst productivity bottleneck?
- What is the future of the predictive analytics market?

Gareth Herschel

Your Online Channel Needs Analytical Help
Organizations are struggling to optimize marketing, shift support from call center to Web and maintain a view of customer activity across on and offline channels. Until now, SaaS solutions have met many needs, but problems with cross-channel integration, data modelling, metrics definitions, data quality and interpretation of analysis is limiting what could be done. This presentation explains how to find and apply skills and governance to a critical channel.

- What analyses are in use to optimize the online channel?
- What bottlenecks are holding back online marketing, sales and customer support?
- How can a marketing organization improve their analytical skills?

Bill Gassman

How Marketing Benefits from Business Intelligence and Data Quality Skills
Many marketing practitioners make decisions based on desktop analysis tools or cloud analytic applications, outside the view and disciplines of the IT focused center of excellence. This presentation discusses the value of linking to business intelligence and data quality initiatives that are likely already in place.

- What is broken about decision making within the marketing organization?
- How can following BI best practices help improve the efficiency of marketing?
- Why is data quality so important and what can be done to improve it?

Bill Gassman and John Radcliffe

Mining Value from Social Networks
The explosive adoption of social media by individuals and enterprises creates unprecedented sources of insight. While new opportunities to discover patterns, detect early warning signs, and distil other actionable information from the data hold great promise, tools and techniques are sparsely used. This presentation examines:

- What new data sources exist because of the explosion of social activity?
- What tools measure the value of social media and how will the market evolve?
- What are the best practices for gaining and using the insight from social networks?

Gareth Herschel and Bill Gassman

Virtual Track: Social CRM
Social media is impacting the very foundations of how organizations manage customer relationships. Social CRM applications are emerging that allow organizations to facilitate their core customer processes across sales, marketing and service in a much more collaborative and social way. Social CRM will mean different things to different companies but it cannot be avoided entirely and an appropriate strategy needs to be developed. Sessions within this virtual track include:

- The Building Blocks of Social CRM
- Leveraging Social Knowledge and Communities for Web Self Service
- A Blue Ocean for Social Marketing
- Mining Value from Social Networks
- Workshop: Engaging With Your Customers Through Social Channels — Tips For Success

See previous pages for session descriptions.
Workshops

Whether you are a newcomer to Customer Relationship Management, or a CRM “master,” it’s always beneficial to share ideas and best practices. This track includes a series of workshops addressing some of the key CRM challenges facing organizations today. Specifically designed to be highly interactive, these workshops will facilitate peer to peer exchange and networking — combined with the expert advice of the Gartner’s analysts.

Please note that workshops are strictly reserved for end-users only. Pre-registration is required, attendance is on a first-come, first-served basis and numbers are limited.

Engaging With Your Customers Through Social Channels — Tips For Success
In the growing social media space where there are more people on Facebook than live in the UK, there is no denying that a new opportunity exists for customer engagement. However, there is much anxiety around how to approach, engage and create business value from social media. Join other attendees in this interactive workshop session as we share experiences, insights, and best practices on how to get management buy-in and execute against a social CRM strategy, discuss techniques and tools for social CRM, and determine what to do next upon returning from this conference.

Moderator: Adam Sarner

Mastering Your Customer Data and Creating a Single Source of Truth
This workshop focuses on how to create a single source of truth for customer data within the organization, using master data management disciplines and technologies. This “single view of the customer” will enable more joined up business processes, better customer experiences and better customer analytics. Key issues for discussion:

• Creating a vision and strategy for an MDM of customer data program.
• Creating a business case, based on business metrics, for an MDM of customer data program.
• Creating the right governance, organizational roles and responsibilities and processes for MDM.
• Creating an architecture and technology infrastructure for MDM

Moderator: John Radcliffe

Great Customer Experience Secrets
This workshop will, through peer collaboration, focus on discovering the secret best practices used by the customer experience leaders in each industry. It will examine as many different ways possible to create great customer experiences and focus on what works best in specific industries. Participants will need to be prepared to contribute and work with other attendees to help answer the question: “Which company in your industry provides the best customer experience and what one thing do they do better than others?”

Moderator: Ed Thompson

Tips for Turning Vague Cross Channel Leads into €
Lead management is a top priority for every marketing and sales professional. There are likely hundreds of vendors, services, and experts focusing on lead management, yet many companies still struggle with the challenge: How do we turn an unqualified contact into a qualified, high-value, high-probability buying opportunity? Join other CRM Summit attendees in this interactive workshop session as we share experiences, insights, and best practices. Participants should come prepared to discuss an example from their own organization or industry of a lead management process that worked well and showed positive results — or one that did not.

Moderator: Chris Fletcher
Meet the Technology and Service Providers at the Forefront of CRM

The Summit helps you develop a “short list” of technology providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers in a variety of settings. Visit the Solution Showcase, attend the Solution Provider Sessions and join in the Networking Reception for informal relationship building.

Premier

Autonomy, the clear leader in enterprise software for unstructured information, automates processes by understanding the meaning of content. Autonomy’s Intelligent Data Operating Layer (IDOL) recognizes patterns and concepts in “human friendly” information including e-mails, documents, videos, phone calls, Web content, news and social media. Over 20,000 customers worldwide rely on Autonomy to power, promote, and protect unstructured information. Autonomy’s promote modules include advanced solutions for Web content, call center and digital asset management, Web site optimization, multi-channel analysis and optimization and social media analysis.

http://promote.autonomy.com/

At Microsoft, we’re motivated and inspired every day by how customers use our software to find creative solutions to business problems, develop breakthrough ideas, and stay connected to what’s most important to them. At this event we will be showcasing how Microsoft Dynamics CRM offers an affordable technology that encapsulates CRM best practices and uses the familiar Microsoft Outlook and Office interfaces to streamline your business processes, improve your efficiency and help you stay competitive.

http://crm.dynamics.com/

Platinum

Cognizant

Cognizant, a leading services provider in CRM, CEM, MDM and BPM, helps organizations analyze business needs, build technology strategy, and implement systems focused on customer experience.

www.cognizant.com

NICE

NICE solutions capture and analyze interactions and transactions, extract insight and deliver positive impact. Driven by real-time, cross-channel analytics, NICE helps to increase revenue, enhance customer experience, improve regulatory compliance and optimize contact centres and back office operations. NICE solutions are implemented by contact centers, branches, trading floors and back offices.

www.nice.com

Oracle (Nasdaq:ORCL) is the world’s leader in CRM with 5,000 CRM customers, and more than five million CRM users. Customers rely on Oracle’s On Demand and On Premise CRM solutions, to empower end users while delivering dramatic improvements in their ability to identify, acquire, analyze, retain and serve their customers.

www.oracle.com/crm

Silver

Neolane drives marketing that delivers, with the only enterprise marketing software that enables companies to integrate emerging technologies such as mobile with traditional channels.

http://www.neolane.com/uk/

Pegasystems’ CRM and customer service solutions, based on its award-winning Build for Change® technology, helps organizations to positively transform customer experience across all channels and customer touch points.

www.pega.com

Sword Ciboodle’s focus is customer engagement that embraces every dialogue and every service interaction to dramatically reduce operational costs and deliver consistently exceptional customer experience.

www.sword-ciboodle.com

Bronze

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www.avanade.com

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