

Best Practice Customer Management
am 25. September 2008, Frankfurt am Main
2. Experian Tag



Agenda

- ab 9:00 *Registrierung und Kaffee*
- 9:30 - 9:45 **Begrüßung**
Stephan Glismann-Bringmann - Experian Decision Analytics
Director Business Development
- 9:45 - 10:45 **Einführung in Customer Management**
Dr. Thomas Thielke - Experian Decision Analytics
Head of Projects
- 10:45 - 11:15 *Kaffeepause*
- 11:15 - 11:45 **Gastvortrag: Customer Management**
Holger Schulte - Dresdner Bank AG
- 11:45 - 12:15 Diskussion
- 12:15 - 13:15 **Strategy Design Studio Demo**
Rolf Schick - Experian Decision Analytics
Operations Manager
- 13:15 - 14:15 *Mittagspause*
- 14:15 - 14:45 **Gastvortrag: Customer Management**
Matthias Amenda - SEB AG
- 14:45 - 15:15 Diskussion
- 15:15 - 15:55 *Kaffeepause*
- 15:35 -16:15 **International Approaches and Experiences in Customer Management in Telecommunications, Mail Order and Financial Services**
Stephen Gildert - Experian Decision Analytics
Global Consultant
- 16:15 - 16:45 **Optimierung von Entscheidungsbäumen**
Martin Zimmer - Experian Decision Analytics
Business Consultant
- 16:50 -17:00 **Abschluss und Verlosung**
Stephan Glismann-Bringmann - Experian Decision Analytics
Director Business Development