

CONFERENCE AGENDA



DAY ONE | JUNE 9th 2022

Grădina Floreasca Bucharest

9:30 Welcome Coffee & Back-to-Business Talks

10:00 Opening Speech - Madalina Vilau, *Managing Director @Marketing Insiders Group*

10:15 The Future of Communication CHATBOT with a human touch

Dan Mazilu, *General Manager @Mediatel Data*

- Don't make your customers wait! Fuel up their customer experience
- Supercharge your team with AI technology - use a Chatbot
- How to leverage a Chatbot for your business

10:45 Interactive Coaching Workshop

Talking about Revolution. Conversations from the Bed of Procrustes | The Good, the Bad and the Ugly about the COVID-19 Pandemic.

Andreea Szilagyi Ph.D., *Leadership Coach, Career Counselor, University Lecturer @Politehnica University of Bucharest*

Cut through the informational clutter of mindfulness, political correctness, trauma talk, leadership development, self-help, resilience, recipes on how to reach success in 5 steps! People need a sustainable path for inner peace and meaning, both personally and professionally.

- How is it possible for companies to support their people in this endeavor?
- Do the executives and the HR specialists have any real support, not only in dealing with their own personal and professional challenges, but also in supporting the employees?

We will debate and explore together "compassion fatigue" and "secondary traumatic stress" concepts and their implications, all in a hands-on discovery and learning group session.

***Coffee Break** is included in the interactive workshop agenda

12:30 Business Lunch & Networking

13:30 Recognize and handle difficult personalities (at work)

Yolanda Crețescu, *Cinical Psychologist & Adlerian Therapist, Founder @DepreHub*

- Difficult personalities
- How to match difficult personalities with the right job/position

14:00 Emotional CARE in Customer Care

Cătălin Vasile, *Consultant, Head of Sales & Customer Experience Practice @Trend Consult*

- The intangible needs of the customers
- Emotional intelligence – managing customers' emotions
- Emotional resilience – managing our own emotions

14:30 Customer Emotions | Workforce & Business Intelligence Impact

Alin Roșca, *Founder & CEO @RepsMate*, George Tarida - *Founder & CTO @RepsMate*

- KPIs related to Customers' and Agents' emotions
- How to automate the Quality Assurance & Compliance process
- AI & Data Analytics

15:00 End of Business Debates. Start Wellbeing Moments in the Garden.

Wellbeing Workshop Host & MC: Mihai Pajoreanu, *Co-founder @Coffee Dive Romania*

- Take Care of You, your Team and your Customers with micro-roasted specialty coffee
- How to prepare pour over specialty coffee in just 3 minutes

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9:30 Welcome Coffee

10:00 Operationalizing remote work projects in Customer Success units

Tatiana Pascale, *Customer Success Unit Senior Manager @Microsoft*

- The meaning of Customer Success and how this is applied on the market
- Share Best Practices: the implementation of the Global Account Management Delivery unit
- The lessons from remote working

10:30 Interactive Design Thinking Workshop

10 Ways to use Customer Journeys to improve Customer and Employee Experience

Tudor Juravlea, *Co-founder @Design Thinking Society*

- Zoom out to understand the bigger picture of what your customers experience, then zoom in to identify the main pain points and gains
- Discover the versatility of journeys by mapping the current experience, envisioning the future state, or get granular insight by mapping a day in the life of your customers' experience
- Understand the unique experience of your employees and blueprint backstage processes that retain and grow your talents while you save money and make customers happier

11:45 Coffee Break & Meet-and-Greet

12:15 Sustainable Leadership Tools

Luiza Banyai, *People Experience Strategist, Member @Romanian Council Board for Diversity Chater*

- Coaching for Performing Teams
- Mentoring & Reverse Mentoring (Effective intergenerational Communication)

13:00 Customer Strategy Mythology

Mihai Dragnea, *Founder @This is Retention, Senior Manager Customer Strategy @BCR*

- From Content is King to Digital is King
- Now it's easier than ever
- At least 1 Myth Busted

End of Conference.

19:00



**ROMANIAN
CONTACT CENTER
AWARDS 2022 GALA**

Exclusive Awards Ceremony, Dinner Cocktail & Networking.

Gala access is granted by VIP invitation or individual participation registration.

2022 Conference & Gala MC

Silviu Man, *Multidisciplinary Performer, Body Anthropology & Philosophy of Technology Connoisseur .*

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