

HOWTOEXPERIENCE




CONTACT INNOVATION SEMINAR
24TH NOVEMBER 2009

Innovative contact strategies can drive dramatic improvements in financial return, cost effectiveness and efficiencies

As part of the How To...series of seminars, **HowToExperience**, in association with Carpeo, invite you to join us to hear about and learn from real examples of best practice in customer contact. After lunch we will run informal 'clinics' for those that want to explore any facet of contact innovation in more depth.

THE DETAILS

WHERE?	Carpeo Innovation Centre, Paxton House, Prospect Place, Old Town, Swindon SN1 3ET		
WHEN?	Join us for coffee from:	10.00am	
	Presentations start:	10.30am	
	Lunch and networking from:	12.45 – 1.30pm	
	Optional Clinics run from:	1.30 - 2.30pm	

THE PRESENTATIONS:

KEY NOTE ADDRESS: DAVID WILLIAMS (CEO, HOWTOEXPERIENCE & DIRECTOR, CARPEO)

Contact Innovation: Practical examples of best practice from around the world that show how leading organisations drive better business performance and a great customer experience at the same time.

CASE STUDY 1: MAPFRÉ ASSISTANCE (Direct to Consumer)



A fantastic example of an integrated contact strategy, being delivered with skill, passion and focus, through a new route-to-market. Sales have increased four-fold over the last 6 months.

CASE STUDY 2: THE ROYAL MAIL (B2B for SME)



By engaging customers in a dialogue, their needs were better understood and short and long-term sales opportunities unearthed. Sales went up by over 40% and £9 million out of £12 million of new opportunities were converted to sale.

- Using integrated multi-channel contact strategies gives better customer service and lower costs
- Using event-driven marketing can get up to 25% better return on contact investment
- Planned and sequenced contact strategies can achieve up to 20% higher sales
- Better on-line tools and techniques could increase your lead conversion rate seven-fold

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