

“Modern and Empathic Customer Experiences”

Κάντε την εξυπηρέτηση του χρήστη ένα συναρπαστικό «ταξίδι»

AGENDA

Τρίτη 21 Σεπτεμβρίου, 10:00 - 13:30

10:00 - 10:10	<p>Opening of the workshop Yannis Rizopoulos, Journalist/Moderator</p>
10:10 - 10:50	<p>Welcome: “Modern and Empathic Customer Experience” Great customer experiences is becoming a competitive advantage in today’s modern digital world. Learn about the latest trends within CX and how you can take advantage of them by using the Cloud as an enabler of CX Innovation within your company. Merijn te Booij, GM, Workforce Engagement Management, Genesys</p>
10:50 - 11:05	<p>“Intracom Telecom’s Telco & Enterprise Software Portfolio & Genesys: a joint path” Intracom Telecom’s portfolio & expertise in Customer Care / Contact Center domain and the cooperation with Genesys. Giorgos Panagiotakopoulos, OSS & Contact Centers Solutions Manager, Intracom Telecom</p>
11:05 - 11:50	<p>“From Ground Service to Cloud CX” In these fast changing times, with many unpredicted challenges, it is vital to keep your customers even more satisfied. The Genesys Cloud is the safe and fast take-off runway, for your business. In this session you will see a real-life example of a true cloud solution. Stefanos Gouliotis, Senior Account Executive Greece, Cyprus, Malta, Genesys Eleni Poulimenea, Senior Solutions Consultant South East Europe & Israel, Genesys</p>
11:50 - 12:10	<p>“Turning great into greater!” Intracom Telecom incremental value & add-ons to the Genesys offering. Integrations and applications to create great customer experiences. Nikos Kounoupas, Presales / Senior Marketing Manager, Intracom Telecom</p>
12:10 - 12:30	<p>“A success story / Use Case” Charis Lakafossis, Customer Care Manager, Generali</p>
12:30 - 12:45	<p>“How Sentiment Analysis revolutionizes Customer Experience Management” By leveraging Natural Language Processing and Machine Learning, organizations can now turn customer feedback into Actionable Insights to address pressing challenges. Nikos Tsantanis, Senior Product Marketing Manager, Intracom Telecom</p>
12:45 - 13:05	<p>“What is in your customer’s mind?” Empathy is the way to make a difference to your customers. Predictive Engagement is the unique technology that will help you understand the customer journey, and offer exactly what each one is looking for. Stefanos Gouliotis Senior Account Executive Greece, Cyprus, Malta, Genesys</p>
13:05 - 13:30	<p>Questions & Answers</p>