



ORGANIZED BY:  CONFERENCE ARENA

CUSTOMER CARE
HUB CLUJ NAPOCA

4th edition
October 25th 2018
@Hotel Opera Plaza

plantronics ABNSystems
international

CONFERENCE PARTNERS:



10:00 Coffee and networking

11:00 **ANDREEA BRINZAN** Call Center Manager @ING Bank

ING Superheroes – Behind the scene

11:30 **DAN MAZILU** Owner @Mediatel Data

Fast Forward Call Center

12:00 **CHRISTIAN CHEREJI** Professor and director, Conflict Studies Center associate-dean, School of Political, Administrative and Communication Sciences @Babes-Bolyai University, Cluj-Napoca

**Customer care, but do we really care?
Solving customer conflicts constructively.**

12:30 Lunch and networking

13:30 **SIMONA TROFIN** Head of Customer Operations @Enel

PCM (Process Communication Model) – Internal Customer Centric Approach

14:00 **VLAD ILIESCU** Head of AI @Strongbytes, Microsoft MVP on AI

Employing AI to Make Your Job Easier

14:30 **DELIA ILIASA** Commercial Director @Medicover Romania

Strategy versus Reality in Healthcare

GABRIEL PREFAC Conference Moderator - Business Transformation and Automation Manager @PitechPlus