

CONFERENCE AGENDA

Customer Care Navigation Strategy in Crisis Waters



DAY ONE | JUNE 24th 2021

BIAVATI Bucharest

10:00 Welcome Coffee & Back-to-Business Talks

10:45 Opening Speech

Dan Mazilu, *General Manager @ Mediatel Data* & *Silviu Man, Conference Moderator*

10:55 AI-Based Solutions for Customer Care - A practical approach.

Ana-Cosmina Popescu, *Machine Learning Engineer & Algorithm Specialist @ Mediatel Data*

- AI-powered customer care versus human interaction.
- 2021-2022 industry forecasts, challenges and opportunities.
- The power of empathy for customer care during market crisis: sentiment & emotions.
- Agile, omnichannel operations for an everchanging customer service industry.

11:30 "Intelligence is what makes us Bright. AI is just an extension" | The Incident Management Solution that boosts contact center performance in times of natural disaster.

Cosmin Tudor, *Development Director @ PAID Romania*

Jeni Grigorescu, *General Manager @ Bright Communication*

12:00 Do you want happy customers? Meet them in the Cloud!

Patrick Ort, *Senior Account Manager @ Genesys*

Modern customers want to get a personal customer experience, and be able to communicate with a company via any channel they chose. With a smart contact center in the Cloud, powered by AI, this is possible to achieve. Learn how you can get both happier customers and employees with Genesys Cloud.

12:30 Business Lunch & Networking

13:30 Interactive Workshop with The Audience | Customer Care Scenarios & Insights

- Hybrid Workplace - Hybrid Workforce.
- Digital Transformation in Customer Care.
- The rise of a New Contact Center Model.

Workshop Moderator: **Mihaela Apostoleanu**, *EMEA Support Engineering Director @ Microsoft*

15:00 Coffee Break & Meet-and-Greet

15:30 PANEL The Future of Customer Care | What 2020 taught us about 2021-2025.

- 2020 Crisis Customer Care - Multi-Industry Lessons.
- Customer Behaviour Pre and Post Pandemic.
- Contact Center Challenges & Predictions for the New Normal.
- Customer Care Digitalisation - Pros and Cons.

Florina Dobre - *Customer Operations & Experience Director @ Carrefour Romania*

Florin Tudor - *Manager Investigations @ ING Romania*

Elvira Moraru - *Senior Director, Business Operations @ Oracle*

Serban Oarza - *Managing Partner @ Digital Key Development*

Moderator: **Mihaela Apostoleanu** - *EMEA Support Engineering Director @ Microsoft*



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DAY TWO | JUNE 25th 2021

BIAVATI Bucharest

10:00 Welcome Coffee & Back-to-Business Talks

10:30 AI-based solutions for Customer Experience on CEE markets

Gabriel Prefac, *Business Transformation & Automation Manager, PitechPlus*

- Partnership and financing opportunities.
- Challenges related to market sizes and language diversity.
- Opportunities for regional cooperation.

11:00 Avantgarde Research Demo | Natural Language Processing for Customer Care

Traian Rebedea, *Associate Professor @ Politehnica University of Bucharest, Co-founder @Roboself*

Horia Cucu, *Speech Researcher, Associate Professor @ Politehnica University of Bucharest*

- Text to speech, speech to text, named entity recognition.
- Reputation & sentiment analysis, text summarisation, chatbots.
- Academic tools for the business community & global NLP trends.

11:40 Share Best Practices Session | The Remote Customer Care Architecture

Nicoleta Iancu, *Customer Care Director @ eMAG*

- Is work from home better for business and culture?
- The importance of agile operational systems.
- Training & onboarding for new remote hires.

12:10 Coffee Break & Meet-and-Greet

12:30 LIVE Coaching Workshop | Beginner's Mind and Not Knowing

Bogdan Vizitiu, *ICF Leadership & Youth Coach, Consultant | Founder & MP at Youngminds*

"Beginner's mindset invites us to become free from attachment to security, free from the agitated state where we need to know, and free from the ego's desire to appear knowledgeable."

- Why building a beginner's mindset is helpful in coaching and in life.
- The power of Intent and what becomes possible.

Workshop Moderators: **Mihaela Apostoleanu**, *EMEA Support Engineering Director @ Microsoft*,
Silviu Man, *Multidisciplinary Performer, Body Anthropology & Philosophy of Technology Connoisseur*

13:15 Business Lunch & Networking

14:15 PANEL Agile People Leadership | Facing emotional challenges head on.

- 2020-2021 customer behaviour dynamics - what's next?
- A People Care Culture - employee experience & mental wellness insights.
- COVID-19 behavioural changes in both business and personal life.
- Efficient remote leadership - signs, risks, causes of burnout & depression.

Nansi Lungu - Consumer's Behaviour Coordinator @ Bitdefender Romania

Yolanda Cretescu - Psychologist & Psychotherapist, Founder @ DepreHub

Moderator: Delia Iliasa - Managing Partner @ SanoPass Romania

15:30 End of Business Sessions & Social Talks