



PRZYJACIELE
KLIENTA

„THE FRIENDS OF THE CLIENTS”



PRZYJACIELE KLIENTA

- Would you like to build long-term, valuable relationship with your clients?
- Would you like to build natural loyalty of your clients?
- **Would you like your clients to recommend you to their friends?**
- Would you like to obtain the best return of capital investments in your clients?
- Would you like to make your clients' database the goldmine of their behavior and needs?

JOIN THE COMMUNITY „THE FRIENDS OF THE CLIENTS”



Did you know...

PRZYJACIELE KLIENTA

- Buyers in Poland are the least loyal customers! (BMC Churn Index)
- Only within first 6 months of 2007 26% clients changed the bank
- 84% of Polish customers declares loyalty for solving their problems with services
- 87% consumers declares that their opinion about a supplier would be better if they received a call after the transaction just to say „thank you” or to ask about the level of satisfaction. Only 42% of them received such call (Genesys Consumer Survey 2007)
- the most important marketing goal is attracting new clients w (44%). Only 11% of the companies mentions a importance of building relationship with clients as an important goal. (PCM Survey, December 2007)

JOIN THE COMMUNITY „THE FRIENDS OF THE CLIENTS”



PRZYJACIELE
KLIENTA

Assumptions of „The Friends of the Clients” Project

- Creating an association of firms, institutions, organisations and individuals who deal with broadly understood customer care/ customer relations
- Building a platform of exchange of case studies, experiences, and best practices in terms of building efficient relationship
- Creating tools and benchmarks for measure key performance indicators for customer services
- Presenting existing tools (direct marketing, CRM, etc) in terms of building very good customer relations, prolonging „life of a customer”and key parameters improvement
- Organizing meetings, conferences, seminars and lectures, inviting interesting speakers from other markets for members of the society



Program Board of the Project

PRZYJACIELE KLIENTA

- Jan Załęcki, president, PCM
- prof. Jacek Otto, Politechnika Łódzka
- prof. Krzysztof Opolski, Uniwersytet Warszawski
- Agnieszka Zarzycka, Microsoft Dynamics
- Agnieszka Polska, Executive-Conversation Polska
- Ewa Świgoń, CH Beck
- Robert Krool, Instytut Copernicus
- Grzegorz Turniak, BNI Polska
- dr Artur Olczak, Politechnika Łódzka
- Piotr Cejnóg, SAZ
- Piotr Ruta, Chartered Institute of Marketing Polska
- Katarzyna Łasak, Personalities
- Inga Szaniawska, Project Manager, PCM



Partners of „The Friends of the Clients” Project

**PRZYJACIELE
KLIENTA**

- Polskie Centrum Marketingowe Sp. z o. o.
- Institute of Customer Service, UK
- Microsoft Dynamics
- Chartered Institute of Marketing (CIM)
- Politechnika Łódzka, wydział Organizacji i Zarządzania
- Executive-Conversation Polska Sp. j.
- Personalities
- Onepress

(the list is growing!)



Partners of „The Friends of the Clients” Project

PRZYJACIELE
KLIENTA

Institute of Customer Service (ICS), UK

- ICS is the professional body for customer service. Leading customer service performance and professionalism, ICS aspires to be the authoritative voice of customer service - the touchstone for all those whose focus is on the delivery of world-class service experiences.
- ICS is a membership body with a community of more than 350 organisational members - from across the private, public and third sectors - and nearly 7,000 individual members.
- In believing that customer service is increasingly the difference between success and failure, ICS supports organisations in raising customer service standards and individuals in achieving professional recognition.



Partners of „The Friends of the Clients” Project

PRZYJACIELE KLIENTA

PCM is the leader supplier of services based on direct communication. With its 14 years of experience and hundreds of projects made for the biggest Polish and international companies, PCM is a trend-setter of direct marketing activities. Building strong, efficient relationship with clients is a priority on every stage of a project for PCM

PCM's services include:

- planning of direct communication campaign ,
- potential clients database delivery and selection (high quality existing databases: (Efekt 1,8 mio records; Elita 0,9 mio records)
- obtaining new clients
- hot-line
- outsourced customer service center (600 consultants in professionally equipped call center)
- receivables monitoring
- MOPiK Services (Mail Operators and Couriers Monitoring)
- mailing house and logistics
- post-sales processes services and building long-term relationship with customers



Milestones of the Project

PRZYJACIELE KLIENTA

- March' 2008 – Program Board starts to work
- April' 2008 – PCM Survey that aims to gather the most interesting issues regarding customers relations
- May/ June 2008 – building conference program and inviting speakers
- June/July 2008 – inviting Partners of the Project
- July 2008 – announcing the website and start of the promotional campaign of the project **www.przyjaciele-klienta.pl**
- August 2008 – the first steps of formal set-up of „The Friends of the Clients” society
- 8 Dec 2008 – Professor Michael R. Solomon’s Seminar on Customer’s Behavior
9 Dec 2008 – the Conference „The Friends of The Clients” – the Project starts!
10 Dec 2008 – Shaun Smith’s Seminar on Customer Relationship Management
- The first half of 2009 - cycle of seminars certified by Chartered Institute of Marketing Poland to be held in 5 biggest business centers in Poland



Program of the Conference „The Friends of the Clients” 9 Dec 2008, the Marriott Hotel, Warsaw

PRZYJACIELE KLIENTA

09.00	Opening of the conference – Jan Załęcki, president – PCM Sp. z o. o. , initiator of the Project
09.10 – 09.40	Keynote – Welcome to Consumerspace: Sell <u>With</u> Your Customers, Not <u>To</u> Them – Professor Michael R. Solomon, St. Joseph University, Philadelphia
09.40 – 10.30	Cost of attracting, maintenance and losing a client. „A profitable client” – what does it mean? ROI on a client, Professor Krzysztof Opolski , Warsaw University
10.30 – 11.00	morning coffee break
11.00 – 11.30	Customer Service Department as a crucial part of the Organization, Paul Cooper – ICS , UK
11.30 – 12.00	Internal Processes Optimization and its influence for Customer Satisfaction – Professor Jacek Otto, Lodz Technical University
12.00 – 12.30	Marketing of Relations: Art or Craft? – Maciej Pogoda , CRM Director, Microsoft
12.30 – 13.30	lunch
13.30 – 14.00	Customers Relations vs. Customers Satisfaction - Grzegorz Turniak , president, BNI
14.00 – 14.30	Friendship with a Client: bilateral relationship
14.30 – 15.30	Customer Experience Management , case study of Kingspan Poland , Janusz Kamieński, partner, Executive-Conversation, Jarosław Pawelec, director of operations, KINGSPAN
15.30 – 16.00	afternoon coffee break
16.00 - 17.00	Investments in a Client – how to convince Financial Department that investments in an existing customers bring measurable results? - Discussion panel with participation of the speakers
17.00- 20.00	Cocktail Reception



Why We Buy: Understanding Consumers to Guide Marketing Strategy

Professor Michael R. Solomon Seminar
8 Dec 2008, The Marriott Hotel, Warsaw

PRZYJACIELE
KLIENTA



prof. Michael R.
Solomon

Keynote speaker

- **Michael R. Solomon**, Ph.D. is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph's University in Philadelphia.
- **Philip Kotler** wrote, that the latest book by prof. Solomon, „*Conquering Consumerspace*” is „the best book I have read about deciphering today's new consumers”
- Professor Solomon's passion is to discover symbols that are in products. He helps organizations around the world to (e.g. DuPont, Black & Decker, Visa, Calvin Klein) to build and launch strategies of communication and marketing.
- His articles are published on regular basis in branch magazines as well as he is often quoted by such magazines as Newsweek, New York Times, or Wall Street Journal. So far on the Polish market the first book by prof. Solomon, „*Consumer Behavior*” was published by Onepress.



„Customer Experience Management”
Seminar led by Shaun Smith
10 Dec 2008, The Marriott Hotel, Warsaw

PRZYJACIELE
KLIENTA



Shaun Smith
smith+co

- **Shaun Smith** – last 10 years spent on helping companies around the world to build strong, positive experiences of their customers that are to lead to long time loyalty and better brand recognition.
- The Author of three very well accepted books: *Uncommon Practice*, *Managing the Customer Experience*, *See, Feel, Think, Do – the power of instinct in business*, that help to define relatively new branch of business he deals with, which is: **customer experience management**.
- Shaun Smith created two unique tools: **Customer Experience Management+**™ survey (CEM +™) and **Organizational Alignment Survey** (OAS™). These tools help the biggest organizations in the world to evaluate and improve their customers experience and align their staff activity to the company's values and strategy.



Proposal for the Partners of the project

PRZYJACIELE KLIENTA

- Title of the Official Partner of „The Friends of The Clients” project
- Visualization in all the promotional materials (electronic and printed) and also during the conference, access to all the delegates (200+) , stand/booth, linked logo on the project’s website
- Free invitations for the conference and both seminars (by prof. Michael R. Solomon and Shaun Smith”
- Title of the „Founder Member” of the community „The Friends of The Clients”

In return we expect:

- Financial and promotional support of the project. We do not have pricelists – tailored offers prepared according to the needs and expectations of our potential Partners.



Contact details

PRZYJACIELE KLIENTA

- Katarzyna Łasak
PERSONALITIES
mob. +48 604 56 31 05
e-mail: k.lasak@personalities.pl
www.personalities.pl
- Inga Szaniawska
PCM
mob. +48665024092
e-mail: inga.szaniawska@pcm.pl
www.pcm.pl