



# Service Summit Day One

November 20th, 2024 MAIN STAGE

**MAIN STAGE**

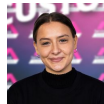
**08:30 Entry**

The doors open at 8:30 am - so you can start networking over your first coffee or find yourself a good seat

**MAIN STAGE**

**09:15 Welcome**

Event opening and welcome from organizers



**Dorina Mielke**  
*Service Summit*



**Nele Flach**  
*Service Summit*



**Novica Ilic**  
*Service Summit*

**MAIN STAGE**

**10:00 Coffee break**

Make new contacts with visitors of the Service Summit

**MAIN STAGE**

**11:00 Expert Panel digitalisation in customer service**

Which digital tools do successful customer service leaders use in their companies and how do modern digital processes work?



**Laura Lütkes**  
*E. Breuninger*



**Adeline Gogosanu**  
*Siemens*



**Albert Klotz**  
*Parship Group*



**Benjamin Kook**  
*E.ON Energie  
Deutschland*

*Host*



**Dr. Tim Wiegels**

## MAIN STAGE

### **11:45 Omni-channel customer service experience**

The skilful linking of different communication channels for smooth and consistent interaction with customers. What exciting challenges and opportunities do these channels present?



**Sylwia Bischof**  
*Zattoo*



**Annika Kamlage**  
*OBI next*



**Irfan Hajdarevic**  
*Deloitte*



**Jörg Malang**  
*DERTOUR Group*

*Host*



**Sabrina Kraft**  
*GROWTH*

## MAIN STAGE

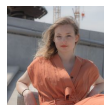
### **12:30 Lunch break**

## MAIN STAGE

### **14:00 Service Summit Startup Awards Part 1**

You will see innovative startups presenting their clever new solutions in the customer service. The best three will receive a Service Summit Startup Award – you decide!

*Host*



**Inken März**  
*Service Summit*  
*Moderation*

## MAIN STAGE

### **14:45 Customer loyalty in customer service**

How can outstanding customer loyalty be created? Through digital innovations or through the emotional element in customer service?



**Marie Pyko**  
*Studienkreis*



**Julia Scharnetzke**  
*Miles & More*



**Florian Schröder**  
*StepStone*  
*Deutschland*



**André Bopp**  
*Deutsche Telekom*

*Host*



**Johanna Ahrens**  
*Cisco*

## MAIN STAGE

### **15:30 Coffee break**

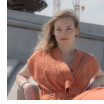
Make new contacts with visitors of the Service Summit

**MAIN STAGE**    **16:00 Keynote**



**Marcus Nessler**  
*Samsung Electronics*

*Host*



**Inken März**  
*Service Summit*  
*Moderation*

**MAIN STAGE**    **16:30 Innovative technologies in customer service**  
How can AI, machine learning and big data improve efficiency and personalise the customer experience at the same time?



**Dr. Tim Wiegels**

**MAIN STAGE**    **17:15 Unlock ,Maintenance-Repair-Overhaul Data': Driving Value for Airline Customers**

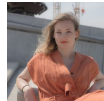


**Sven Dicke**  
*Liebherr Group*



**Thibaut Mielke**  
*Liebherr Group*

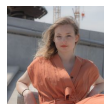
*Host*



**Inken März**  
*Service Summit*  
*Moderation*

**MAIN STAGE**    **17:45 Service Summit Main Stage Speaker Awards Prizegiving**  
Using our app, every attendee at the event has the chance to vote for the best speaker over the course of the day. The 3 with the most votes will be awarded a Service Summit Speaker Award.

*Host*



**Inken März**  
*Service Summit*  
*Moderation*

**MAIN STAGE**    **18:00 Aftershow lounge for all participants**

**MAIN STAGE**    **23:00 end of the first day**



# Service Summit Day One

November 20th, 2024 MASTERCLASSES

## MASTERCLASSES 08:30 **Entry**

The doors open at 8:30 am - so you can start networking over your first coffee or find yourself a good seat

## MASTERCLASSES 09:45 **Digital Queue for 100% handled calls in Servicecenters**

A world first! ServiceOcean's digital queue avoids hang-ups and redialing thanks to the optimal IVR dialog and intelligent callback variants. The software now uses behavioral science and data analytics to reduce costs by 85% and increase handled calls by leaps and bounds. The software complements existing queues, fits any telephone system/ACD without an IT interface, and can be set up in just 4 weeks.



**Dr. Alexander Schagen**  
*ServiceOcean*

*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

## MASTERCLASSES 10:15 **Diabolocom Masterclasses**



**René Jacobi**  
*Diabolocom*

*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

## MASTERCLASSES 11:15 **Freshworks Masterclasses**



**Emina Biscevic**  
*Freshworks*

*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

## MASTERCLASSES 11:45 **Zendesk - Masterclasses**

Host



**Nona Brodersen**  
Service Summit  
Moderation

## MASTERCLASSES 12:15 **AI in service management**

In the field of service management, artificial intelligence is playing an increasingly important role in optimising processes and increasing efficiency. AI-based solutions enable companies to better plan their field service staff, deploy resources more effectively and improve the quality of the services provided. In this presentation, we will discuss the benefits, challenges and future prospects of AI-based technologies that can support companies in optimising deployment and route planning, for example.



**Dr. Maxim Wolf**  
IFS

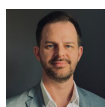
Host



**Nona Brodersen**  
Service Summit  
Moderation

## MASTERCLASSES 12:30 **Keynote**

## MASTERCLASSES 14:30 **Genesys Masterclasses**



**Michael Grün**  
Genesys

Host



**Nona Brodersen**  
Service Summit  
Moderation

## MASTERCLASSES 15:00 **Keynote**



**Carolin Edler-Mende**  
Aristech

Host



**Nona Brodersen**  
Service Summit  
Moderation

**MASTERCLASSES 15:15 Coffee break**

Make new contacts with visitors of the Service Summit

**MASTERCLASSES 16:00 Botario Masterclasses**

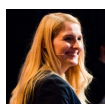
*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

**MASTERCLASSES 16:30 ZOHO Masterclasses**

*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

**MASTERCLASSES 17:00 Masterclasses Gevekom**



**Vicky Giourga**  
*gevekom*



**Sebastian Becker**  
*gevekom*



**Tobias Heinrich**  
*gevekom*

*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

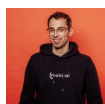
**MASTERCLASSES 17:15 VIER Masterclasses**

*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

**MASTERCLASSES 17:30 Moin.Ai Masterclasses**



**Johannes Hehr**  
*moinAi*

*Host*



**Nona Brodersen**  
*Service Summit*  
*Moderation*

**MASTERCLASSES 17:45 Service Summit Main Stage Speaker Awards Prizegiving**

Using our app, every attendee at the event has the chance to vote for the best speaker over the course of the day. The 3 with the most votes will be awarded a Service Summit Speaker Award.

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**MASTERCLASSES 18:00 Aftershow lounge for all participants**

**MASTERCLASSES 23:00 end of the first day**