



# Service Summit Day Two

November 21st, 2024 MAIN STAGE

**MAIN STAGE**

**09:15 Entry**

The doors open at 9:30 am - so you can start networking over your first coffee or find yourself a good seat

**MAIN STAGE**

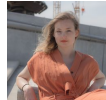
**10:30 A story of falling and getting up again. Consequences and lessons of a one-sided digital strategy"**

The topic deals with our introduction of SAP S/4, which got completely out of hand, the consequences and lessons learnt and how we pulled ourselves out of it as a group.



**Pierre Hartmann**  
*s.Oliver*

*Host*



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

**MAIN STAGE**

**11:00 The skill of employee management**

How do you maximise employee engagement for an unforgettable customer experience? How can digitalisation help?



**Karin Samsen**  
*Siemens Healthineers*



**Ann-Katrin Benning**  
*Nestlé*



**Melanie Bielefeld**  
*TUI Group*



**Thorve Råker**  
*Artivion*

*Host*



**Anika Tannebaum**  
*GROW! PREMIUM*  
*Customer Service &*  
*Leadership Consulting*

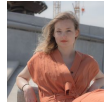
**MAIN STAGE**

**11:45 Customer Service - a balance between automation and personalisation**



**Michael Raab**  
*Beiersdorf*

*Host*



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

**MAIN STAGE**

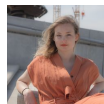
**12:15 Lunch break**

**MAIN STAGE**

**13:45 Service Summit Startup Awards Part 2**

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**

**14:30 AI and voice AI in customer service of the future**

How do these technologies influence customer service? What opportunities do they offer and what hurdles need to be overcome? Can self-services and chatbots replace personal customer contact?



**Heike Braun**  
*Otto*



**Frank Nerlich**  
*Dräger*



**Felix Wrobel**  
*Ergo Group*



**Nick Rostalski**  
*Tchibo Mobilfunk*

*Host*



**Anika Tannebaum**  
*GROW! PREMIUM*  
*Customer Service &*  
*Leadership Consulting*

**MAIN STAGE**

**15:15 Complaint management in customer service**

What characterises good complaint management? How can the challenges be overcome and how can new technologies help?



**Markus Geisert**  
*Sky Deutschland*



**Volker Mertens**  
*Deutsche Bahn*

*Host*



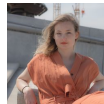
**Andreas Kollnitz**  
*CommuniGate*  
*Kommunikationsservice*

**MAIN STAGE**

**16:30 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**

**16:45 For all participants: Afterwork**

**MAIN STAGE**

**20:00 End of Service Summit 2024**



# Service Summit Day Two

November 21st, 2024 MASTERCLASSES

**MASTERCLASSES 09:15 Entry**

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**MASTERCLASSES 10:15 Masterclasses - SKOPOS**

**MASTERCLASSES 16:30 Service Summit Masterclasses 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 16:45 For all participants: Afterwork**

**MASTERCLASSES 20:00 End of Service Summit 2024**