



Service Summit Day Two

November 21st, 2024 MAIN STAGE

MAIN STAGE

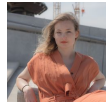
09:15 Entry

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

MAIN STAGE

10:15 Welcome

Host



Inken März
Service Summit
Moderation

MAIN STAGE

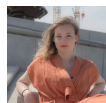
10:30 Customer Service - a balance between automation and personalisation

Learn about Beiersdorf's approach to putting the customer at the centre. From automation to collaboration.



Michael Raab
Beiersdorf

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

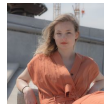
12:15 Lunch break

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

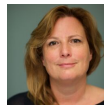


Inken März
*Service Summit
Moderation*

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 MOBIL

Host



Anika Tannebaum
*GROW! PREMIUM
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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



Kai Fischer
*LEW Service &
Consulting*



Sören Weiss
Fujitsu Deutschland

Host



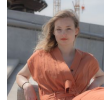
Andreas Kollnitz
*CommuniGate
Kommunikationsservice*

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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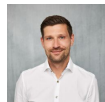
MASTERCLASSES 10:00 Masterclasses - SKOPOS



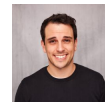
Uta Hümer
SKOPOS



Thomas Schmitz
SKOPOS



Martin Tabor
SKOPOS



Till Winkler
SKOPOS



Tobias Reiland
SKOPOS

Host



Nona Brodersen
Service Summit
Moderation

MASTERCLASSES 10:30 How can telephone customer service generate sales and save costs at the same time? - Customer Service 2.0

Why are industry leaders investing in telephone customer service and using intelligent callbacks when, in the age of the internet, orders are placed online and self-service is the gold standard? Why does BigTech use intelligent call-backs in service? How does customer service create a positive business case for sales? Find out how successful companies are turning their customer service into a true profit centre.



Ulf Kühnapfel
virtualQ

Host



Nona Brodersen
Service Summit
Moderation

MASTERCLASSES 11:15 Five9 Masterclasses

Host



Nona Brodersen
Service Summit
Moderation

MASTERCLASSES 11:45 Keynote

Host



Nona Brodersen
Service Summit
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MASTERCLASSES 13:45 Five9 Masterclasses

Host



Nona Brodersen
Service Summit
Moderation

MASTERCLASSES 16:30 Service Summit Masterclasses Speaker Awards Prizegiving

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Host



Nona Brodersen
Service Summit
Moderation

MASTERCLASSES 16:45 For all participants: Afterwork

MASTERCLASSES 20:00 End of Service Summit 2024