

Experience Stories

9.00 | Welcome Coffee

9.30 | Welcome

Barbara Cominelli, Commercial Operations & Digital Director

9.45 | Introduction

Mario Massone, Fondatore CMMC

10.00 | Customer Experiences

VODAFONE

Alessandra Antonelli, Head of Customer Products & Processes

BON PRIX - GETELINE

Luisa Bider, Social Media Manager Marketing

Sabrina Calabrese, Customer Interaction Center Senior Manager

GDF - BEKO

Alessandro De Gregorio, Responsabile Service Beko

Fabio Di Giulio, COO Gruppo GGF

DATA CONTACT - GAS NATURAL

Rossella Tosto, VP Datacontact

Antonio Zucconi, Responsabile Customer Care Gas Natural Italia

12.00 | Focus on design thinking and customer journeys

Alessandro Via, Customer Experience Competecec Leader Bip

12.30 | TEAMWORK INTRODUCTION

Hands on Experience

13.00 | LUNCH

14.00 | TASK 1 - Your Customers

14.40 | TASK 2 - Your Pillars

15.20 | TASK 3 - Your Moment

16.00 | Team Presentations

16.30 | Final Remarks & Conclusion