

WIN YOUR CUSTOMER

Telecoms in Africa

4th Annual Customer Retention & Profitability Summit

3 – 4 July 2012, Hyatt Regency, Johannesburg, South Africa

INTRODUCTION

With a solid background and rich experience in organizing high value Telecom conferences, Fleming Gulf is delighted to announce the 4th Annual edition of Win Your Customer-Telecoms in Africa : Customer Retention and Profitability Summit.

In the present scenario where competition is cut throat and ARPU's are constantly lower than expectations, telecom operators across Africa are focusing more now than ever before, on improving CRM and Customer Experience, optimizing Customer Lifecycle Management, harnessing Customer analytics and segmentation and achieving the full potential of data and product innovation (VAS, Apps, Mobile Entertainment).

After the phenomenal success of three annual editions of the conference held in Johannesburg over 2009, '10 and '11 the forthcoming summit at Johannesburg comes back with a refreshed focus on Customer Retention and beyond that, on PROFITABILITY- strategies to boost ARPU's and thereby maximize profits for Telecom companies.

PROGRAM HIGHLIGHTS

- ✓ Call Centre Cost and Quality Management
- ✓ New services (data, broadband, 3G)- the main revenue movers
- ✓ Mobile Money
- ✓ Increasing ARPU's through Product innovation, VAS, Apps, mobile entertainment
- ✓ Customer Lifecycle Management
- ✓ Social Media and Online Marketing

ESTEEMED SPEAKER PANEL

William Stucke, The Independent Communications Authority of South Africa (ICASA), Councillor

Megan Ashman, MTN (South Africa), General Manager, Customer Management

Adrian Robson, Vodacom (South Africa), Executive Head Division, Customer Acquisition

Deborah Aspoas, Cell C (South Africa), Customer Experience Assessment Manager

Shayne Mitchell, Altech Autopage Cellular (South Africa) Retention Strategist

Mato Shimabale, Airtel (Zambia) Country Director – Airtel Money

Dharamjeet Taunque, Idea Cellular (India) National Head - Usage and Revenue, GM Corporate Marketing

Ahmed El Banna, Etihad Atheeb Telecom Company (Saudi Arabia), Customer Care Director

Saad Al Ghamdi, Etihad Atheeb Telecom Company (Saudi Arabia), Contact Center Manager

Emmanuel Edward, Tanzania Telecommunications Co. Ltd. Head of Customer Services

Irene Madeje Mlola, Airtel Tanzania Limited Business Enterprise Director

Odunayo Sanya, MTN (Nigeria) Senior Manager Business Planning & Customer Management

Bill Hearmon, African Broadband Forum, Chairman

Rutendo Chabururuka, Netone Cellular Private Limited (Zimbabwe) Corporate Brand Manager

Jackie Kihuguru, Uganda Telecom, Head of Retail

Ferosa Thomas, BPesa CEO

VALUABLE ADVISORS

Anna Tzimas, MTN (South Africa) Senior Manager, Loyalty

Jane Siongok, Yu Mobile (Kenya) Director - Customer Service

Najenjwa Mbagga, Vodacom (Tanzania) Head of Department, Customer Care

Jackie Kihuguru, Uganda Telecom (Uganda) Head of Retail

Otis Makahamadze, Econet Wireless (Zimbabwe) Head- Customer Services

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THIS EVENT IS FOR YOU

Executives and professionals from the following disciplines:

1. Vice Presidents/ Directors/ Senior Managers from Telecom operator companies belonging to the departments- CRM, Customer Care, Customer Service, Customer Experience Management, Loyalty & Retention, Churn Management, Customer Lifecycle Management, Customer Analytics, Customer Intelligence, Customer Segmentation and Profiling, Marketing, Strategic Marketing, Sales, Call Centre, Contact Centre, Voice Support, Billing.
2. Vice Presidents/ Directors/ Heads of Marketing, Sales and Business Development from Telecom technology solution provider companies including- CRM software and solutions, billing solutions, ERP solutions, business process outsourcing (call center), voice support, developers of mobile content, games, applications, value added services, mobile entertainment etc, handset manufacturers, companies catering in telecommunications infrastructure, fiber optics, transmission towers.

WIN YOUR CUSTOMER, 2011 - PARTICIPANT TESTIMONIALS

"As always, it was extremely informative & it gives us a truly African flavor. I loved it!"

- Customer Experience Assessment Manager, **Cell C**

"The conference enhances peer networking that is helpful in our working places"

- Head of Customer Service, **Tanzania Telecommunications Co. Ltd.**

"The conference exceeded expectations. Sharing of experiences was enhancing"

- Acting General Manager Mobile, **Botswana Telecommunications**

"Thank you for a great event"

- Senior Manager: **National & International Operator Services Call Centres, Telkom SA**

"The conference was great & and usefully shaped to get more in the future"

-Retention Manager, **Zanzibar Telecommunication Limited**

"Great Speakers. Great preparations & insightful. Great event. Thumbs Up!"

- Senior Manager, **Telkom SA**

"The conference was excellent in its value. It discusses real situations & real statistics"

- Risk & Collection Manager, **MTN Sudan**

"Good learning experience from different telcos that prepared me for competition & ways of satisfying my customers together in their needs. Built strong relationships"

- Senior Manager Contact Centre Gauteng, **Talkom SA**

"My first time attending this conference & it was quite relevant what the various issues are with different operators and what they are doing to address them"

- Managing Consultant, **Onskon Consulting**

"Conference was practical, speakers were excellent and content relevant"

- Process & Logistics Manager, **Old Mutual**

"This is well organized & I learnt a lot. Will always attend the next conference"

- Corporate Brand Manager, **Netone**

"It was a very useful conference. As I think and because we are operator in a competitive environment I think it is imperative to know what is new in the Industry."

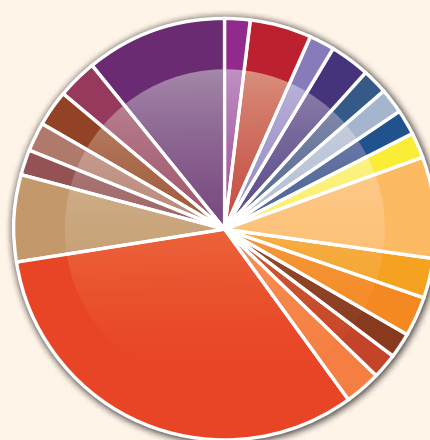
- Contact Centre Supervisor, **Zain Sudan**

"My 1st conference of your 3rd - Thoroughly enjoyed - valuable + insightful"

- CEM Team Leader, **CellC**

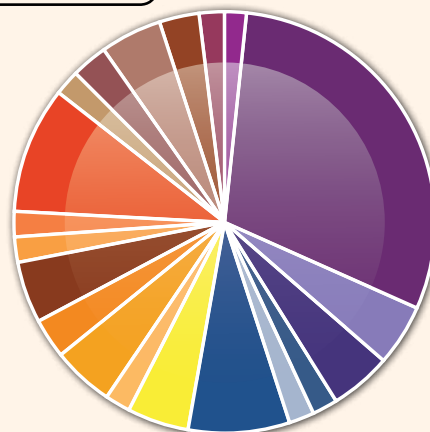
PARTICIPANT DISTRIBUTION BY COUNTRY AT PAST EDITIONS OF CONFERENCE

2009



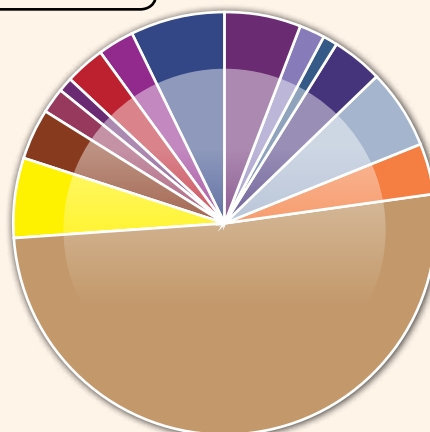
Algeria	2%
Angola	5%
Benin	2%
Botswana	3%
Cameroon	2%
DRC	2%
Egypt	2%
Ghana	2%
Lesotho	8%
Malawi	3%
Mozambique	3%
Nigeria	2%
Rwanda	2%
Senegal	3%
South Africa	33%
Sudan	7%
Tanzania	2%
UAE	2%
Uganda	3%
Zambia	3%
Zimbabwe	5%

2010



Baku	2%
Botswana	2%
Burkina Faso	2%
Egypt	2%
Kenya	5%
Lesotho	5%
Malawi	8%
Madagascar	3%
Mozambique	5%
Namibia	2%
Saudi Arabia	2%
Senegal	2%
South Africa	31%
Sudan	10%
Swaziland	5%
Tanzania	5%
UAE	2%
Uganda	3%
Zambia	3%
Zimbabwe	11%

2011



Botswana	6%
Egypt	2%
France	1%
India	4%
Mozambique	6%
Tanzania	4%
South Africa	51%
Sudan	6%
Swaziland	4%
Nigeria	2%
Uganda	1%
United Kingdom	3%
Zambia	3%
Zimbabwe	7%

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DAY 1 | 3rd July 2012

8:30 Registration and coffee

9:00 Welcome note from Fleming Gulf

9:10 Opening remarks from the Event Chair

9:20 KEYNOTE | Role of Regulator in Emerging and Developing Markets

- Liberalization, Multiple operators and MNP
- Healthy competition, Price wars and Predatory Pricing
- Setting Customer Service Standards for Operators

William Stucke, The Independent Communications Authority of South Africa (ICASA)

Councillor

10:00 Smartphones and Mobile Data plans to strengthen customer engagement level and loyalty

- How do Smartphone subsidy plans reduce customer churn?
- Can Mobile Data Bundles control churn and win back customers?
- How can operators leverage on Social Media channels to engage customers?

10:40 Morning coffee and networking

11:10 New business models in BPO/ Call center outsourcing

- Adopting international best practices
- Beyond cost effectiveness- Creating more value for the customer
- Mix or new revenue stream

Ferosa Thomas, BPesa

CEO

11:50 Developing World Class Customer services to ensure customer loyalty

- Defining Customer Service
- Distinguishing World class from ordinary customer service
- What drives customer loyalty
- How to scale up to meet customer demands

Mato Shimabale, Airtel (Zambia)

Country Director – Airtel Money

12:30 PANEL DISCUSSION | Call center operations - Raising the bar



- Should contact centres think services or technology, or both?
- Nurturing employee loyalty before aiming for customer loyalty- Checking attrition and controlling training costs
- Cutting costs without cutting corners

Megan Ashman, MTN (South Africa)

General Manager, Customer Management

Deborah Aspoas, Cell C (South Africa)

Customer Experience Assessment Manager

Mato Shimabale, Airtel (Zambia)

Country Director – Airtel Money

13:00 Conference Lunch

14:00 Getting the best of Customer Lifecycle Management

- The success story at Idea Cellular, India- The Strategy
- Becoming one of the most profitable Telecom companies in the market

Dharamjeet Taunque, Idea Cellular (India)

National Head - Usage and Revenue, GM Corporate Marketing

14:40 Using Touch Points For Building Your Customer Experience Foundation

- Retail outlets- the face of the company
- Understanding how customer experience touch points can capitalize your customer experience
- Assessing various customer experience touch points
- Building a customer experience foundation based on customer experience touch points

Jackie Kihuguru, Uganda Telecom

Head of Retail

15:20 State of Broadband in Africa and Data- the future of revenue growth

Bill Hearmon, African Broadband Forum

Chairman

16:00 Afternoon coffee and networking

16:30 Understanding Customer behaviour models to improve customer acquisition, customer management and customer retention

- Understanding various customer behavioural models
- Where behavioural models could be used in the business
- Benefits of applying customer behavioural models

Adrian Robson, Vodacom (South Africa)

Executive Head Division: Customer Acquisition

17:10 PANEL DISCUSSION | How to leverage your customer data to proactively improve the customer experience?



- How can you manage the quantity of data and decide which data to use to understand and optimise the customer experience?
- How can you use your data to gain a better understanding of your customers' behavior?
- How should you act on your data analysis and insights in order to improve the customer experience?
- How can you leverage network analytics to detect and proactively resolve a customer's problem before their satisfaction rate falls?

Ahmed El Banna, Etihad Atheeb Telecom Company (Saudi Arabia)

Customer Care Director

Ferosa Thomas, BPesa

CEO

Adrian Robson, Vodacom (South Africa)

Executive Head Division, Customer Acquisition

17:40 NETWORKING COCKTAIL RECEPTION

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DAY 2 | 4th July 2012

8:30 Registration and coffee

9:00 Opening remarks from the Event Chair

9:10 KEYNOTE | Leveraging Mobile Money

- Driving customer usage
- Customer analytics and behavior
- Innovations in mPayments
- Untapped markets and opportunities for Mobile Money

9:50 Managing Social Media As A Customer Service Channel

- Transform call center staff into community managers, and social CRM wizards
- Identify service metrics: relevant KPIs and best practice quality assurance
- How to adopt social media for improved SLA and field service
- Reduce customer service costs and achieve optimal outcomes through social CRM

Megan Ashman, MTN (South Africa)
General Manager, Customer Management

10:30 Morning coffee and networking

11:00 The Customer Experience imperative

- The experience economics – how profitable is a good customer experience?
- Aligning the brand with the Customer promise

Odunayo Sanya, MTN (Nigeria)
Senior Manager Business Planning & Customer Management

11:40 New Communication: Contact your customers before they contact you

- How social networking influences the decisions of the clients
- Does new communication attracts more people?
- Are you innovating as fast as your customers are thinking?
- Building a meaningful customer dialogue in a social media environment
- Enterprise 2.0

Ahmed El Banna, Etihad Atheeb Telecom Company (Saudi Arabia), Customer Care Director
&

Saad Al Ghamdi, Etihad Atheeb Telecom Company (Saudi Arabia), Contact Center Manager

12:20 PANEL DISCUSSION | Achieving subscriber-centric fulfilment to optimise a 360° development of a successful customer experience



- Rethinking traditional strategies for service fulfilment with the evolution of telcos into a complex convergence of connectivity and applications
- Meeting ongoing customer commitment required from dynamic new content services
- Developing a framework for the relationship: understanding customer engagement by the brand and the long term impact on business objectives
- Defining a set of operational “brand values” as a key to clearly define the desired multi-channel rational and emotional customer outcomes at an operational level



Megan Ashman, MTN (South Africa)

General Manager, Customer Management

Rutendo Chabururuka, Netone Cellular Private Limited (Zimbabwe)

Corporate Brand Manager

12:50 Conference Lunch

13:50 Improving Complaint Management Process To Maximize Customer Retention

- Achieving continuous improvement of the complaint process
- Making the customer perceive the system and process as ‘accessible’, ‘easy to use’ and ‘fair’

Emmanuel Edward, Tanzania Telecommunications Co. Ltd.
Head of Customer Services

14:30 Introducing a segmentation based customer management model in order to stimulate ARPU and loyalty

Irene Madeje Mlola, Business Enterprise Director
Airtel Tanzania Limited

15:10 Afternoon coffee and networking

15:40 Building your brand equity to turn your consumers into brand advocates and boost brand loyalty

- Understanding how to evolve your brand in a consumer controlled environment
- Elevating your brand image in a saturated market – the do's and don'ts
- Riding the web 2.0 wave: Creating a culture which resonates with your brand values
- Assessing the impact on your wider customer loyalty strategy

Rutendo Chabururuka, Netone Cellular Private Limited (Zimbabwe)
Corporate Brand Manager

16:20 PANEL DISCUSSION | Ensuring Customer engagement and Improving ARPU's through Product Innovation/ Value Added Services



- Identifying new product opportunities
- Defining customer requirements
- Evaluating business cases

17:00 Aligning expectations with deliverables by bridging the gap between product/service marketing and delivery

- Examining how a purely launch and target driven approach by the marketing department can lead to customer expectations exceeding what can be delivered
- Outlining the challenges of managing the customer experience when the service or product does not meet expectations
- Developing an approach across all departments that:
 - o ensures services and products are designed with customer experience in mind
 - o takes into consideration the whole lifecycle of the product
 - o addresses the customers' operational concerns about a product or service
- Utilising a customer experience dashboard to inform product/service management

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ABOUT THE SPEAKERS

William Stucke, The Independent Communications

Authority of South Africa (ICASA) Councillor

William Stucke is a Councillor at the Independent Communications Authority of South Africa, ICASA. He was born in Kimberley, South Africa, and educated in RSA, Malaysia and the UK. He worked in London in the telecommunications industry before returning to South Africa in 1984. He programmed his first computer in 1972, built his first underground fibre-optic and "leaky feeder" wireless networks in 1987. Started an ISP, ZAnet, in 1996, and became a pioneer in South African ICT. Education: B.Sc. (Hons) Engineering from Thames, London, 1983. He completed a Government Certificate of Competency as an Electrical Engineer (Mines) 1985. MDP (UNISA) completed 1988. He is a founding member and past Chairman of ISOC-ZA and AfrISPA, as well as past ManCom member and Treasurer of ISPA. William is a committed agitator for telecommunications reform in Africa, and has written and presented a number of papers on the Internet industry, peering, deregulation and legislation, and has played an active role in the Telecommunications Symposium, E-commerce Debate and the Convergence Bill processes, which lead to the Telecommunications Amendment Act (2001), the ECT Act (2002), and the ECA (2005), respectively. Currently, he's making waves in Local Loop Unbundling, Spectrum Fees and Digital TV Migration spectrum coordination at ICASA.

Megan Ashman, MTN (South Africa)

General Manager, Customer Management

Having served her articles with KPMG, Megan qualified as a Chartered Accountant in 1996 and has been working at MTN for the past 16 years and qualifying as a Chartered Marketer in 2010. She started at MTN South Africa 6 months after commercial launch of the network in 1994 and was involved in various operational finance roles including the development and implementation of systems, controls, processes and procedures in various aspects of the business, including interconnect, fraud, billing and revenue assurance. She was appointed as General Manager: Corporate Marketing, Products and Solutions, in February 2006, crossing the great divide from Finance to Marketing assuming responsibility for Marketing, Communications, Product Development, Product Management and Partner Management for MTN South Africa's business customers.

In 2008, she was appointed as General Manager: Customer Management to head up all the customer management and CRM activities within MTN SA Marketing Department. Her current job responsibilities include developing MTN's Customer Strategy including End to End Digital strategy and Loyalty.

Adrian Robson, Vodacom (South Africa)

Executive Head, Customer Acquisition

As the head of customer acquisition for Vodacom South Africa, Adrian's role has been crucial to the implementation of effective systems, processes and decisioning strategies that have enabled the organisation to acquire a postpaid customer base which meets the overall organisational growth and expansion goals, in line with bad debt management expectations. Adrian holds a Bachelor of Science degree in Informatics and has more than 17 years' experience in the telecommunications industry. He is currently pursuing a Master of Science degree in Global Human Resource Management at the University of Liverpool. Besides his credit and risk experience, Adrian previously performed a business consulting role; managing the IT strategies and projects for the sales, CRM and credit & risk business functions. Adrian believes that the technological strength of an organisation, combined with its absorptive capacity is crucial to the organisation's competitiveness.

Deborah Aspoas, Cell C (South Africa)

Customer Experience Manager

Although she never practiced the social work she studied for, Deborah Aspoas finds great application for her social work skills in the corporate environment - from individual therapy to group work, and never felt like she

missed her calling. For the last five-and-a-half years she has worked in the telecommunications industry, joining Cell C shortly after its launch. Starting as a business analyst and gaining certification as a project management professional, Deborah helped to implement Cell C's integrated voice recognition, ATM banking interface, call centre workforce management solution and intranet. She then became Cell C's Contact Centre Systems Manager where she implemented process change control, MIS dashboards, an upgrade of Cell C's telephony systems and helped build the IT metrics for service delivery. Over the last two years, Deborah has worked as Cell C's Customer Experience Assessment Manager, which involves the measurement and design of processes around Cell C customers' experiences of the business. Deborah's strengths are translation – she can translate and communicate to both technical and business people – and execution – if you need something done ask her.

Mato Shimabale, Airtel (Zambia)

Country Director – Airtel Money

Mato Shimabale is Country Director – Airtel Money at Zambia's leading mobile telecommunications Company, Airtel (Formerly Zain / Celtel). In his earlier role as Customer Services Director, he headed a department of 341 staff mainly in retail and call center. Mato was appointed in December 2007 and established the new department with the key objective of building a customer centric organization and building solid relations with the ever grow customer base, which now stands at over 3.5m, through exceptional customer experience at all touch points. Since his appointment, Mato has aggressively presided over far reaching and exciting customer Service reforms and initiatives which culminated in Zain winning the 2009 and 2010 'Best Customer Service organization award' from the Zambia Institute of Marketing. Under his leadership, the call center, which is the biggest and most modern in Zambia, transformed into one of the best performing in the Zain Group with service levels averaging 80% and Zain Zambia customer care attained best practice status in the Zain Group and was frequently cited as the reference point for customer care in the Zain Group. In 2008, the Institute of customer services (ICS) the professional body for customer care practitioners in the UK, published an article on Zain Zambia acknowledging the remarkable efforts being made by a Company in Africa to attain world class customer services through practical measures and initiatives aimed at putting customers at the heart of the business. Mato is a versatile professional with broad and rich commercial experience having held senior positions over the past 15 years in General management, sales, distribution, brand communication, strategic marketing, planning and research, product development and Customer Service.

Emmanuel Edward, Tanzania Telecommunications Co. Ltd.

Head of Customer Services

Edward Emmanuel is the Head of Customer Services at Tanzania Telecommunications Company Limited. He also heads Product Development department. He has been in the telecoms industry for the last 10+ years in Sales (where he was responsible in Building top-notch Corporate Sales Department from ground zero), Regional Management, and Business Unit Operations and now in Customer Services and Product Development. Emmanuel was appointed in June 2010 with the key objective of enhancing relations with the customer base through exceptional customer experience at all touch points. He is also entrusted with the role of developing and delivering new services and differentiated customer experiences

Irene Madeje Mlola, Airtel Tanzania Limited

Business Enterprise Director

Irene Madeje Mlola joined Zain Tanzania as Customer Services Director in 2008 with vast experience in both Customer Services and Telecommunication industry in general. Irene continues to be with the organization post rebranding following the acquisition of Zain by Airtel, and is currently working as Business Enterprise Director. Irene's corporate

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ABOUT THE SPEAKERS

leadership capability shaped by both local and international work experience has been a tremendous driving factor in all companies she worked with. She has held sensitive positions in Royal Bank of Canada, KPMG and Barclays Bank where she managed and structured operational policies to enhance quality of service and standards. Prior to joining Zain she was the Customer Services Director for Vodacom Tanzania. Irene holds a B. Com. (Accounts) from Dalhousie University, Halifax, Nova Scotia, Canada and MBA from Maasritsch (Netherlands) and ESAMI (Eastern and Southern African Management Institute).

Ahmed El Banna, Etihad Atheeb Telecom Company (Saudi Arabia) Customer Care Director

Ahmed has around 9 years of solid experience in customer experience and call centre management. He is a certified senior practitioner of Neuro-Linguistic Programming (NLP) and a 'Train the Trainer' certificate holder (Certified Corporate Trainer) from the international Canadian Center Based In Toronto- Canada. Ahmed is Certified as COPC RC (Customer Operation Performance Center- Register Coordinator), the only branded international certificate in the call center industry. He also possesses the prestigious PMP certificate. Ahmed has delivered more than 20 topics at international conferences. Apart from his current role as Customer Care Director at Etihad Atheeb Telecom Company, Saudi Arabia, Ahmed also supports several companies through freelance training and consultation services.

Jackie Kihuguru, Uganda Telecom Head of Retail

Jackie has been a top performer with twelve plus years of progressive customer service and management experience. She is results oriented with a consistent record of exceeding standards and expectations. She possesses outstanding communication, presentation and negotiation skills with a unique combination of interpersonal and analytical abilities. Executes duties with diligence and integrity. Has worked in banking for 9 years and telecoms for 5 years.

Odunayo Sanya, MTN (Nigeria) Senior Manager Business Planning & Customer Management

Odunayo has 15 years of rich experience in Customer Management. Her proud achievements include the numerous milestones reached during her long and ongoing stint at MTN Nigeria. She successfully piloted the HUAWEI top Engine ACD software for 2 years before final roll out to the entire call centers across different locations, piloted a segmentation exercise for high value customers that recorded an increase of 10% in spend, implemented Multiple Billing Cycles in MTN Nigeria and led the TEAM CARE in 2007 for "21days of y'ello care" with MTN Nigeria winning \$100,000 USD. Odunayo has been an International Speaker at several Telecom Retention and Loyalty Conferences organized in Berlin (Germany), Nice (France), Dubai and Johannesburg.

Bill Hearmon, African Broadband Forum Chairman

Born in Johannesburg, William Hearmon (Bill) is the Chairman of the African Broadband Forum, a trade association for operators in Africa. Bill has a BSc in Electrical Engineering from the University of the Witwatersrand, where he specialised in microwave systems and the stability of power systems. He then went on to a five-year stint for Siemens in Johannesburg and Munich, and then to Motorola for fifteen years reaching the position of Director of Sales for Africa in Cellular Networks. Bill is an MBA graduate from the University of Cape Town, a Fellow of the SA Institute of Electrical Engineers and is the CEO of a number of his own companies based in Botswana and South Africa. His specialist consulting interests are Marketing Research, Industry Expert Witness, Private Investigations into Fraud & Revenue Assurance, Sales & Business Development and Acquisitions Discovery and Analyses.

Rutendo Chabururuka, Netone Cellular Private Limited (Zimbabwe)

Corporate Brand Manager

Rutendo Chabururuka is the corporate Brand Manager with NetOne. He is in charge of all the brand building and communication related to the NetOne brand to the market in Zimbabwe. He carries a wealth of experience in market communications related disciplines having worked as a Marketing and PR Manager with Willowvale Madza Motor Industries where he was in charge of all the marketing, branding and PR for the Mazda brand throughout the Zimbabwean market. A notable achievement whilst at WMMI is when he co-ordinated the launch of the Mazda BT-50 brand which was rated as one of the best in Africa at the time in 2007. Rutendo sharpened his skills in brand building whilst at an internationally acclaimed Young & Rubicam advertising agency called Michael Hogg Young & Rubicam where his responsibilities spanned event management, advertising strategy building, execution and brand equity research. He is armed with a Bachelor's Degree in English and Linguistics from the University of Zimbabwe, a Diploma in PR and is at the tail end of an MBA with the University of Zimbabwe where his research is in the field of brand revitalisation.

Saad Al Ghamdi, Etihad Atheeb Telecom Company (Saudi Arabia) Contact Center Manager

Saad has over 6 years experience in customer care and contact center management. He is a strategic planner and goals setter and possesses contact center certification by COPC. Saad started his professional career with Mobily since its inception in 2005. In his current role as contact center manager, he is responsible for all inbound and outbound contact center related transactions while maintaining very fast and dynamic operations management through high standards. Saad helped out in building the Mobily contact center from scratch and has conducted many internal workshops and projects to enhance customer satisfaction and customer experience. Saad was most actively involved in establishing VIP customer care section during his work at Mobily in Dec 2008, the service that changed concept of VIP care in local market among competitors and raised the standards of such service. Saad has presented as a Speaker at several Telecom conferences and seminars.

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STRATEGIC PARTNER, Blake

Blake is a premiere contact center and business process outsourcing leader, with the people and technology to provide unrivaled service in sales and end to end customer lifecycle management. Blake's history is founded in the area of collections, having started in 1990 as a small debt collection agency. Today, Blake covers the full aspect of customer lifecycle management with services including data services, customer acquisition, customer service and retention, business process outsourcing, collection, information technologies and e-commerce.

