



**Teleperformance**

# VIP Pre Invitation

## Breakfast Seminar

In conjunction with:

**Ipsos MORI**

As someone involved in ensuring your customers get the very best in customer service, Teleperformance is offering a unique opportunity to join them and leading industry speakers to:

- Find out what consumers are saying in the current economic climate – the latest findings and trends from Ipsos MORI
- Understand what makes consumers change their voice and behaviour – the latest research from the newly emerging field of behavioural economics
- Find out how to gain deeper insights from customer interactions – using the latest contact centre technology to understand what customers are saying and doing

These and many more questions will be answered by Ben Page, CEO of Ipsos MORI, Professor Paul Dolan of the London School of Economics and Jeff Smith, Chairman and CEO of Teleperformance UK.

**Only 30  
places  
available**

# The Changing Voice of the Customer

**Agenda: Thursday 21 October 2010**

9am–9.30am: **Registration**

9.30am **Welcome & introductions**

**Breakfast & refreshments will be served throughout the seminar**

**Speaker session 1: "What are consumers saying?"**

**Ben Page, CEO, Ipsos MORI**

**Ipsos MORI**

Ben is an award-winning and high-profile writer and speaker on leadership and performance management; he has directed hundreds of surveys examining service delivery, customer care and communications. He will be presenting Ipsos MORI's latest findings on what consumers are saying in the current economic climate

**Questions & Answers**

**Speaker session 2: "Why are they saying it?"**

**Professor Paul Dolan, London School of Economics**

Paul is a Professor at LSE, a visiting Professor at Imperial College and an Associate at the Institute for Government. He will be exploring research from the newly emerging field of behavioural economics to show what makes customers change their minds and behaviour, and how companies can harness this to further change financial behaviour

**Questions & Answers**

**Close: Jeff Smith, CEO & Chairman, Teleperformance**  
**"Gaining insights from customer interactions"**

Understanding customer behaviour using the latest contact centre technology

**Finish 11.50am**

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