

**Lecture** | Thursday | July 5<sup>th</sup>, 2018 | 12:00 p.m. – 13:00 p.m.

## **Holger Friesz**

*Ungerboeck Systems International GmbH, Karlsruhe*



## **Best Practice: Sales**

### **Lecture Title**

“Customer RELATIONSHIP Management - How to effectively manage your clients”

### **Content of the Lecture:**

“CRM” is often just used as a synonym for a tool to store customer data and sales activities. However, real Customer RELATIONSHIP Management is about people. This session will give insights into how to effectively manage clients, how to take a customer centric approach, and ultimately, what role a CRM solution can play to support this. In addition, we will take a look at other industries and how they are managing clients and processes. What are the learnings and best practices that can be applied to the exhibition industry?

### **CV of Holger Friesz**

Holger Friesz is an experienced international digital native, who has been working for more than 17 years in the IT industry, where he served in various roles, such as Change Manager, Product Manager and Client Relationship Manager, Care, Sales, Consulting and in Partner Management. As Holger is known for being passionate about customer satisfaction, he truly believes in effective communication, collaboration and processes and is an expert in business analysis among those topics. Ungerboeck Software provides an event management platform for more than 33 years and has an international customer base of renowned venues, exhibitions and conference organizers