



The 2008 Pierz Group Conference & 118Tracker Information Services Awards Gala

October 13th & 14th

[The Wynn, Las Vegas](#)

“Hello. How may I help you?”

A New Way of Looking At Information Services

Gone (*or at least they should be*) are the days when an agent asking “What city, what name please?” is the standard for providing quality directory assistance/enquiry services. New ad-sponsored services will quickly move into the “plain telephone number lookup space”. Providers need to be able to work in this space, but they need to move beyond this level of service and really meet consumer needs.

Consumers rarely need just a telephone number; they want a solution to their problem or need. Integrating real time information from disparate sources to create a solution for your caller is fast becoming the ante in providing services in an increasingly competitive market. From there, information services providers can move further into a service model. Service providers will move into the transaction providing tickets, and other purchases to provide more complete, efficient solutions for consumers – especially mobile consumers.

Pierz Group Conference attendees rated this event as “Better” or “Much Better” than any other event in this space

Day One:

7:00 am- 8:30 Registration and breakfast

8:30am - 9:00 Welcome & Keynote

9:00am – 10:00 **OK, So Prove It:** Conferences and the speakers always discuss what should be done or how it can be done but in today’s market this is not sufficient – there are companies out there actually providing the services, making money and satisfying their consumers sufficiently to reuse the services. Today’ presentations are case study presentations by companies who are involved in changing the dynamic. How have these companies changed what they offer to consumers and more importantly, how have they transformed themselves internally to achieve this change?

10:00am – 10:30 Break



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10:30am-11:30 What Consumers Really Want: Meeting customer needs goes well beyond introducing category search or even directions. Competition is fierce and starting now you need to understand who your customers really are – all of them. Successful market segmentation will determine who wins in the information services market. Segmentation occurs across a broad range of demographics and socio-graphics. This panel will address some of the most notable market segmentation strategies and what segmentation opportunities exist in the near term future.

11:30 – 12:30 Innovation for Incumbents Keynote: Great information services ideas are hard enough to come by, but implementing them within a large telephone company is one of the most significant challenges in the industry. Only a few large telephone companies have proven themselves to be really good at innovation. Those most often cited are found in the Eastern Block, but that is not always the case. What North American innovators bring to the table cannot be ignored.

Joanne Beaton, Telus

12:30pm – 2:00 Lunch



100% Of Pierz Group Conference attendees said they would recommend this event to others

2:00pm - 2:45 Mobile Consumers and The Voice Portal: Consumers who are on the go do not generally have ready access to the Internet or to a phone book; they have their mobile phone. The best interface for a mobile phone is voice. Consumers rely on voice-based mobile services in order to keep their eyes on where they are going and to speed interactions. Or, is it really “Internet by Phone?”

2:45pm - 3:30pm Mobile Advertising and Promotion: Consumers make a distinction between what is good commercial contact and what is spam. As the industry moves into mobile advertising, achieving the right balance and delivering only what consumers want is critical. This panel will address what consumers want and what they will tolerate in terms of advertising and promotion that is delivered via their mobile handset.

3:30 pm– 4:00 Break



4:00pm - 4:45 DA/DQ Services Enabling Transactions: Consumers in many European countries have been able to pay for parking and even meals with the mobile handsets. In developing nations mobile phones play a key role in banking and even establishing prices at African fish markets. What is being done today and how and what will be done tomorrow and why?

4:45pm-5:30 Future Features and Functions Keynote: Where are mobile devices headed? What will they do for consumers in the future, what roles will they play in daily life? What is in the future technologically? How does all of this meet the changing needs of consumers and what will be the impact of regulatory changes regarding hands-free and the geo-location?

5:30pm Day One Wrap Up

Dinner on your own



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100% Of Pierz Group Conference attendees said the conference met or exceeded their expectations

Day Two

7am-8:30 Registration and breakfast

8:30am – 9:00 Day 2 Welcome & Keynote

9:00am – 10:00 Call Center Management and Quality: Call center agents are a company's voice to the customer. What should they say about a brand? It starts with hiring the right people, then managing them to their best potential and retaining them long term. Learn what best practices worldwide have been used to build outstanding call center environments.

10:15am – 10:45 Break

10:45am – 11:30 Outsourcing Options: Outsourcing call center business, or even portions of it can provide both benefits and challenges. This panel will examine wholesale options as well as a variety of off-shore options available to those who provide DA/DQ services today. What are the pros and cons of different outsourcing operations and how can they impact profitability and subscriber satisfaction?

11:30am – 1:00 Lunch

1:00pm – 1:45 Finding individuals: It has never been easier to reach someone anytime and anywhere. At the same time, it is increasingly difficult to find ways to reach an individual (if you don't already have their number). Consumers also need to know they've got the right 'John Smith' once they do find a telephone number. What tools can be assembled to find people and identify them properly? What privacy concerns will gate this process?

1:45pm – 2:45 Consumer Privacy: Anyone who handles customer data is affected by not only legal and regulatory changes regarding consumer privacy, and also meeting changing customer needs. Most everyone can agree that the traditional model for being "listed everywhere" or "listed nowhere" does little to meet consumer's needs at this point in history. This panel will address what alternatives exist, what consumers really want and, of course, how can this be monetized.

2:45pm-3:30 Break

3:30pm – 4:30 Executive Panel: What's Next?

4:30pm Wrap up

6:30pm Black Tie Gala Champagne reception

7:30pm Dinner

8:30pm Entertainment and 118Tracker Awards

11:30pm VIP reservations at Blush in The Wynn



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