

# Vladimir Dimitroff

Director at PRISM Consulting (UK) Ltd

Reading, , GB

Popular highly insightful and captivating speaker on CRM and Customer Experience, Segmentation, Loyalty, Social business and Innovation

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## Industry Expertise

Advertising/Marketing, Airlines/Aviation, Telecommunications, Banking, Information Technology and Services, Internet, Management Consulting, Direct Marketing, Media - Online, Insurance

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## Areas of Expertise

Customer Segmentation, Customer Retention and Loyalty, Social Business and Innovation, Customer-Centric Strategy and Operations, Customer Experience, Business Intelligence, Marketing Analytics, Customer Insight, Digital and Social Marketing

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## Sample Talks

### Advanced Customer Segmentation

Fundamental principles, hands-on best practices, and advanced techniques and implementation approaches for actionable and profitable customer segmentation in Business (b2b) and Consumer (b2c) markets. Delivered at multiple conferences and seminars in London, Munich, Moscow, Istanbul and more since 2005. Constantly updated with recent methodology developments and case studies.

### Multichannel Interaction management

Principles and practical aspects of designing a multichannel strategy and managing customer interactions across a portfolio of relevant, operationally effective, and strategically prioritised channels. Delivered at the Customer Experience World Congress, Berlin 2012

### Customer Retention and Loyalty in Telecoms

A practical framework for strategically planning, operationally managing, and systematically improving retention and loyalty in competitive markets. Delivered in multiple events in Berlin, Zurich, Istanbul, Dubai since 2009. Constantly updated with recent market trends, tools and techniques, and operator case studies.

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