

Kundenmanagement in der Finanzdienstleistungsindustrie

E-FINANCE LAB'S SECOND SPRING CONFERENCE TOOK PLACE AT THE JOHANN WOLFGANG GOETHE – UNIVERSITY IN FRANKFURT

The second spring conference of the E-Finance Lab on the 17th of February 2005 has ended with great success. Customer Management was the core topic of the halfday conference which took place in the ballroom at the Campus Westend of the Johann Wolfgang Goethe-University in Frankfurt. The conference followed the annual meeting of the E-Finance Lab council in Darmstadt at the Lichtenberg Guest House of the Technical University.

Prof. Skiera, who had organised the conference together with the team of cluster III (Customer Management in a Multi-Channel Environment), opened the conference. Prof. König, the chairman of the E-Finance Lab, gave an introductory speech and illustrated the positioning of the E-Finance Lab and the recent success in research on the industrialization in the finance industry.

Dr. Hans Kraus, Head of Customer Management at Deutsche Bank, showed the implementation of a customer management concept for private and business clients from an industry perspective.

Professor Richard Staelin of the renowned Fuqua School of Business (Duke University)

followed with his speech and postulated a critical check-up of existing CRM tools and strategies. He highlighted recent developments in theory. Thomas Ganswindt, member of the board of Siemens AG, pointed out the important role of IT infrastructure for a successful customer management in the future. He gave valuable insights into the holistic strategy of relationship management at the Siemens Group.

The course of lectures was closed by Prof. Skiera, who presented recent research results of cluster III and provided an overview of the problems and specifics of customer management within the financial services industry. He developed a concept of performance metrics for controlling and steering the marketing and IT activities for optimizing the customer value.

About 300 managers from the financial services industry and associated industries attended the conference. They have used the conference and the following get-together to discuss the future trends and the opportunities offered by customer management in the financial services industry.



Presentation of Prof. Staelin in the ballroom of the casino of Johann Wolfgang Goethe – University



Conference Speakers: Prof. Bernd Skiera (E-Finance Lab), Prof. Richard Staelin (Duke University), Mr. Thomas Ganswindt (Siemens), Dr. Hans Kraus (Deutsche Bank), Prof. Wolfgang König (E-Finance Lab) (l. t. r.)

Further information regarding the conference including the presentations are available for download on the E-Finance Lab website at:

<http://www.efinancelab.de/home/events/fruehjahrstagung2005/>.