

ABTA's Webinar Series

Delivering Customer Service in the Coronavirus Crisis

20 May 2020

14.30 - 16.00

14:30	Welcome from the moderator Alice Catterall , Head of Events and Partnerships, ABTA
14:35	Why is customer service so crucial, but also challenging, at this time? Joanna Kolatsis , Director, Themis Advisory
14:50	Dealing with increased demand and remote working – practical guidance Simon Johnson , General Manager, Freshworks UK&I
15:05	ICS keynote - Customer Service in the Covid-19 environment Joanna Causon , CEO, Institute of Customer Service (ICS)
15:10	Q&A Moderated by Alice Catterall , Head of Events and Partnerships, ABTA Joanna Kolatsis , Director, Themis Advisory Simon Johnson , General Manager, Freshworks UK&I Joanna Causon , CEO, Institute of Customer Service (ICS) Charles Fachiri , Senior Customer Support Manager, ABTA
15:25	Using communications to ensure customer confidence <ul style="list-style-type: none">• How Covid-19 has changed the broadcast landscape• Rebuilding brand reputation• Restoring consumer trust• Practical tips Julian Fisher , Director of Media Output, markettiers4dc
15:35	Panel session: your long term strategy for customer service <ul style="list-style-type: none">• Customer expectations during the recovery - change in level of detail required/ balance payments/cancellation ts and cs• Video calls – practical tips<ul style="list-style-type: none">○ Platforms including Zoom and FaceTime○ Virtual travel stores and experiences• Mobile Moderated by Alice Catterall , Head of Events and Partnerships, ABTA Joanna Kolatsis , Director, Themis Advisory Julian Fisher , Director of Media Output, markettiers4dc Simon Johnson , General Manager, Freshworks UK&I Joanna Causon , CEO, Institute of Customer Service (ICS)
16:00	Close



Speaker profiles



Joanna Kolatsis, Director, Themis Advisory

Themis Advisory was founded by Joanna Kolatsis, a former partner in City law firm, following over 20 years providing legal services to the travel and aviation industries. Following her decision to leave private practice, she founded Themis Advisory which was born out of a desire to provide current, pragmatic legal and business solutions for the modern business world. Joanna began her legal career as group head of legal for a vertically integrated tour operator in 1998. In 2008 she joined the boutique aviation practice, Gates and Partners, before joining Hill Dickinson as Partner and Head of Aviation and Travel in 2014 until July 2018. Since qualification Joanna has specialised in the aviation and travel industries and her advice covers all aspects including airlines, tour operators, destination management companies, distribution and accommodation. Her expertise includes aviation and travel law, commercial and regulatory matters including the Package Travel Directive and ATOL compliance, aviation regulatory issues including passenger rights and general company commercial and contractual matters including booking terms and conditions, website compliance, charter agreements and complaints handling.



Simon Johnson, General Manager, Freshworks UK&I

Simon is the General Manager for Freshworks UK&I- one of the fastest growing software start-ups of all time. Freshworks believe that Traditional enterprise software is clunky, expensive and not focused on how you can wow your customers with the ultimate service and experience. Freshworks provide customer-for-life software that's modern, mobile and affordable, enabling their customers to deliver wow moments to customers all over the world. Freshworks work with industry leaders to streamline customer conversations, automate repetitive work and save time- ensuring that teams can collaborate to deliver world class customer engagement. Under Simon's leadership, Freshworks UK&I has been able to grow from a zero to a multi-million-dollar region within a few years, doubling their revenues year-on-year



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Joanna Causon, CEO, Institute of Customer Service (ICS)

Joanna joined The Institute as its CEO in 2009. Over the last 10 years she has driven membership growth by 150 percent and established the UK Customer Satisfaction Index as the country's premier indicator of consumer satisfaction, providing organisations with an indicator of the return on their service strategy investment. Jo brings a wealth of experience from the commercial sector, enabling her to put customer service at the heart of the Boardroom agenda. She has extensive experience in the financial services sector having previously been a Non-Executive Director to Aegon UK's independent governance committee and having spent more than 11 years working for organisations such as Aviva plc. She has also held director roles in brand and business consulting, policy development and research for City and Guilds and the Chartered Management Institute. Jo focuses on demonstrating a clear link between employee engagement, customer service strategies and organisational performance. Working across the public, private and voluntary sectors she provides strategic advice to boardrooms to raise the standards of service provided by UK organisations and to provide evidence of the connection between customer satisfaction and operational efficiency and profitability. She has worked with politicians across all sides of the House focusing on the impact that service has on the UK economy and productivity. As a result, she is a regular commentator on national media and has been called to give evidence at the Public Administration Select Committee inquiry into complaints handling. Away from work Jo is a keen walker and traveller. She has travelled extensively around Europe and wider continents, using her experiences to draw parallels on service strategy which she believes UK organisations should adopt and adapt to enhance customer satisfaction in an increasingly global marketplace.



Charles Fachiri, Senior Customer Support Manager, ABTA

Charles started his career in travel in 1987 when he worked for Sunmed Holidays, in the overseas operations office in Turkey and upon his return to the UK within the Reservations and Customer Relations departments. He later moved on to work for Cosmos within the same field of customer relations, where he inspected hotels and followed up on complaints in destination. Charles then moved into the cruise sector where he worked for Royal Caribbean Cruise Lines. In 1997 Charles joined ABTA and now manages the Customer Support team.



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Julian Fisher, Director of Media Output, [markettiers4dc](#)

After a decade working in TV news Julian has spent the past 25 years working in Broadcast PR. Since then he has been lucky enough to manage global broadcast and online PR strategies for a huge range of blue chip brands in every sector including transport, manufacturing, travel, consumer, corporate, pharma, tech and sport. His media relations teams have won numerous awards over the years for the coverage they have delivered. Over the years he has built up an extensive network of European, US, Asian and Middle East media and production contacts and loves the hands-on aspect of working with these contacts when working on campaigns. Julian also specialises in crisis communications consultancy and has led the broadcast team advising and delivering for the Civil Aviation Authority on its two greatest challenges in recent years; the collapses of Thomas Cook and Monarch airlines. He is passionate that brands utilise every possible broadcast medium to engage with their stakeholders including the latest in broadcast and social media techniques.

Contributor profiles



Markettiers are the UK's leading broadcast PR agency, with more than 20 years' experience of producing market-leading, award-winning campaigns for anyone – from innovative start-ups to the world's biggest brands. Our creative multimedia campaigns generate local, regional, national and international coverage on modern channels, such as live streaming, mobile and social media as well as traditional media, such as TV and radio. With offices and studios in London, Dubai, Brighton and Manchester, our media, PR and marketing campaigns are generating coverage every day for clients all over the world.



Themis Advisory was founded by Joanna Kolatsis, a former partner in City law firm, following almost 20 years providing legal services to the travel and aviation industries. Her expertise includes aviation and travel law, commercial and regulatory matters including the Package Travel Directive and ATOL compliance, aviation regulatory issues including passenger rights and general company commercial and contractual matters including booking terms and conditions, website compliance, charter agreements and complaints handling. Joanna has specific expertise in risk management, crisis management and criminalisation in air and travel incidents.



Webinar partner and contributor profile



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Traditional enterprise software is clunky, expensive and not focused on how you can wow your customers with the ultimate service and experience. At Freshworks, we believe that you deserve better- providing customer-for-life software that's modern, mobile and affordable- enabling you to deliver wow moments to customers all over the world. We work with industry leaders to streamline customer conversations, automate repetitive work and save time- ensuring that teams can collaborate to deliver world class customer engagement.

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