



## NCR Executive Conference Attracts Europe's Leading Retailers

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ISTANBUL, Turkey, May 31 /PRNewswire/ -- More than 100 retailers and industry experts from around the world will probe the increasingly critical issue of customer service when they convene in Istanbul May 31 through June 1 for NCR Corporation's annual Retail Executive Conference.

The conference, "Customer Service - The New Retail Horizon," will feature influential speakers and participants from a wide cross section of countries and industries. The agenda will cover the many ways retailers can use technology to reach, capture and build loyalty among customers.

"A tight and costly labor market, high staff turnover and extended retail hours are making it more difficult than ever for retailers to deliver excellent service to their customers," said Alberto Camuri, vice president of NCR Retail Solutions Division for Europe, Middle East, Africa and South Asia Pacific. "Technology is increasingly becoming the means by which retailers can meet that customer service challenge and differentiate themselves in the marketplace. NCR has invested and continues to invest in the development of technology that drives customer service, while minimizing costs."

A high-profile roster of expert speakers will share different approaches to delivering better service through technology, including the growth of m-commerce, effectively using the Internet and unifying in-store and online operations.

Speakers include:

Dr. Thomas A. Blischok,

Chairman and CEO, MindMeld Inc.

Mr. Oktay Irsidar

General Manager, Migros Turk TAS, Turkey's largest retail chain

Mr. Ozgur Tort

Manager Foreign Investments, Migros Turk TAS

Mr. Frank Murphy

Financial Director, Superquinn, a food retailer based in Ireland

Mrs. Daphne Fleck

Manager of Business Development, Paul Fredrick MenStyle USA, an online men's apparel retailer

Mr. Tim Morris

Information Systems Director for Debenhams PLC, a UK-based department store chain

Mr. Jan Huisman

Director of WE International, a fashion group of 260-plus stores in Europe and the United States

Mr. James A. Lance

Senior VP, Information Systems for Elder-Beerman, a regional U.S. department store chain

Mr. John Eversman

VP of Retail Technology for food retailer Supervalu.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 33,200 in more

than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at [www.ncr.com](http://www.ncr.com) .

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