



A 2-day intensive program on

# 5 Steps To Outstanding Customer Experience Management

Led by **Dr Raymond Teo**, a leading authority in obtaining and using actionable customer insights for marketing, increasing value and customer experiences.

2-3 July 2009 | JW Marriott Hotel, Kuala Lumpur

## COURSE OBJECTIVE

Ian McAllister, the former chairman of Ford Motor Company once commented, "In the eighties, quality was the differentiator; in the nineties, brand was the differentiator; but for the 2000s, customer experience will be the differentiator." His comment has not gone unheeded. Today, the most forward-looking companies such as StarBucks, Canon, DuPont, Apple, CitiBank, Intuit and Westin commit themselves to winning in the new arena by providing outstanding customer experience. In a new world where many companies offer relatively homogeneous products and services, these companies know that the key to greater market share is through better customer experience.

**However, winning the customer experience race can only be achieved when organisations work holistically towards this end. The objective of the two-day course is to provide a systematic approach towards holistically implementing a customer experience framework in an organisation. The course addresses not only the tools that should be used to enhance customers' experience but also how participants can link customer experience drivers to key performance indicators in their organisations.**

**You are invited to come aboard and begin your organisational transformation.**

## FOCUSING ON:

- Step 1: Committing Towards a Great Customer Experience**
- Step 2: Mapping Scenes and Acts**
- Step 3: Prioritizing and Excelling in Scenes and Acts**
- Step 4: Ensuring Organizational Alignment**
- Step 5: Sustaining Customer Experience Management Efforts**

## WHO MUST ATTEND

Strategic Decision Makers, Managers And Executives In The Areas Of: Customer Service, Customer Experience, Customer Information, Customer Relationship, Customer Operations, Consumer Segmentation, Customer Insights And Marketing

From The Following Sectors/Industry:

Hospitality, Retail Services, Financial Services, Airline And Airport, Advertising, IT & Telecommunications, Healthcare & Pharmaceutical, FMCGS, Energy And Utilities, Consumer Electronics, B2B And B2C. All Industries.

## SPECIAL LEARNING METHODOLOGY

Interesting blend of practical hands-on approaches and close interaction between Course Leader and Participants, cases, how-to exercises and group dynamics.

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