



Centre for
Management
Technology®
into our 26th year

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

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**

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.

COURSE CONTENT

The course introduces a practical framework for enhancing customer experience through a series of steps.

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event’s timetable page at www.cmtevents.com for the most up-to-date information.

Day 1 Thursday, 2nd July 2009

9.00 **STEP 1: COMMITTING TOWARDS A GREAT CUSTOMER EXPERIENCE**

Session Benefit: This step helps participants appreciate and understand why customer experience is a source of advantage for companies in the new economy and also why all employees need to be committed to this objective to win the race.

- The weapon for the future
- Getting the company ready for the next big Tsunami
- Taking stock of a company’s current position
- Top management’s commitment
- Contextualization reflection exercise

10.30 Morning Coffee

10.45 **STEP 2: MAPPING SCENES AND ACTS**

Session Benefit: Overall customer experience enhancement can only be achieved by enhancing the interaction at each stage of the service process. This step helps participants understand what components/elements make up their service process and map out moment-of-truth and contact points for closer examination.

- Looking at experience delivery using the theatre approach
- Identifying the ‘scenes’ and ‘acts’ of customer experience in the service delivery process
- Tracking customer experience delivery performance
- Contextualization reflection exercise

1.00 Lunch & Zohor

2.00 (CONT.) **STEP 2: MAPPING SCENES AND ACTS**

3.30 Afternoon Tea

3.45 **STEP 3: PRIORITIZING AND EXCELLING IN SCENES AND ACTS**

Session Benefit: Companies should strive to be at least better than their competitors for each service scene. Further, they should strive to be much better than competitors in areas that are important to their customers. This step introduces the tools for scene improvement and addresses how improvement activities should be prioritized.

- Using customer insights for scene and act improvements – no guesswork
- Methodological issues for customer experience improvement
- Coping with the lack of customer homogeneity
- Developing customer insights expertise
- Contextualization reflection exercise

5.00 End of Day 1

Day 2
Friday, 3rd July 2009

9.00 (CONT.) **STEP 3: PRIORITIZING AND EXCELLING IN SCENES AND ACTS**

10.30 Tea Break

10.45 **STEP 4: ENSURING ORGANIZATIONAL ALIGNMENT**

Session Benefit: Excellent experiences can only be achieved if the whole organization is aligned toward this end. This includes culture, structure, motivation, incentives, empowerment, teamwork and expertise. The holistic approach is addressed in this step.

- Driving the customer experience programme
- Structure of front-line to improve customer experience
- Employee motivational and empowerment issues

- Service improvement within teams and sharing of knowledge across teams
- Contextualization reflection exercise

1.00 Lunch & Zohor

2.00 **STEP 5: SUSTAINING CUSTOMER EXPERIENCE MANAGEMENT EFFORTS**

Session Benefit: As customer expectations change, KPIs must also change so that customers expectations will always be met and organizations will always remain relevant. This forms the focus of this step.

- Using the Net Promoter Score metric
- Developing key performance indicators that impact marketplace outcomes
- Static and dynamic KPIs: Suitability in a dynamic environment
- Aligning operations to key performance indicators
- Contextualization reflection exercise

3.30 Afternoon Tea

3.45 (CONT.) **STEP 5: SUSTAINING CUSTOMER EXPERIENCE MANAGEMENT EFFORTS**

5.00 End of Program

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.

REGISTRATION

5 STEPS TO OUTSTANDING CUSTOMER EXPERIENCE MANAGEMENT

| | |
|----------|-------|
| Name | _____ |
| Position | _____ |
| Email | _____ |
| Name | _____ |
| Position | _____ |
| Email | _____ |
| Tel | _____ |
| Fax | _____ |

| | |
|--------------------------|---------|
| Company | _____ |
| Address | _____ |
| City/Postcode | Country |
| Approving Manager's Name | _____ |
| Position | _____ |
| E-mail | _____ |

Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

| | 1 Person | Group fee for 3 or more* (from the same company) |
|--------------------|---------------|---|
| Regular Fee | RM1595 | RM1295 (MIN SAVINGS OF RM900) |

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Cheques : Crossed & payable to
"Centre for Management Technology Sdn Bhd"

Photocopy Registration Form to Preserve Brochure Copy. July 2009

| TELEGRAPHIC TRANSFER | |
|--|--|
| Account Name: | Centre for Management Technology Sdn Bhd |
| A/C No: | 3 - 0903390 - 12 |
| Bank: | Public Bank Berhad |
| Branch: | Grd Floor, Menara Public Bank Jalan Ampang |
| Swift Code: | PBBEMYKL |
| <i>TT must include additional RM10 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.</i> | |

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TO REGISTER

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 218 Jalan Ampang, 50450 Kuala Lumpur

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each program. This serves as evidence of your personal and professional commitment to you career.

PROGRAM TIMING

Registration: 8.30 am, Program Begins: 9.00 am,
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,
 Tea Break: 3:30 pm, Program Ends: 5.00 pm

Register online ~ www.cmtevents.com

FACILITATOR

DR RAYMOND TEO is an author, thought-leader and practitioner of marketing-oriented customer insights. As a thought leader, he is regularly invited to speak at international conferences and conduct masterclasses in such fields. Some of the topics he spoke on recently include 'Developing an effective customer intelligence framework to drive retention', 'Ensuring Superior Customer Information and Knowledge Through Better Design and Analysis of Information', 'Winning the Number Game: Transforming Valuable Customer Data & Information into Customer Intelligence', and 'Unleash the Full Power of Customer Relationship Management: The Total Customer Intelligence and Holistic Implementation Approach'.

Dr Teo had authored books that include 'Maximising Profits: The Customer Centric Approach' and he is also a regular contributor of customer insights and customer relationship management articles to many public sources including the Straits Times.

He co-founded Blue-dge in 2003 to address the weaknesses in the state of research in companies and research firms. He saw how companies have spent millions of marketing dollars without ever evaluating their returns. He also saw gut-feel and mass marketing approaches leading companies to their grave.

Consequently, together with a team of chartered marketers and research staff, all holding doctorates from the best universities, Blue-dge was born. In 2005, London Weekly Telegraph regarded it as the "best-in-class, dynamic, exciting and shaking up the world of customer insights". He has not only helped many companies improve their customer intelligence framework and customer relationship management implementation, but also global research giants develop consumer competitive intelligence products in the region. His clients include Citibank, Canon, GfK Asia, Hewlett Packard, Great Eastern Life, Singapore Airlines, Johnson and Johnson, Lafarge Cement, Ministry of Manpower (Singapore), EMC, Singapore Technologies, South China Morning Post to name a few.

He obtained his PhD with the University of Western Australia, Master of Business Administration degree from the University of Strathclyde and Bachelor degree from the National University of Singapore. In addition to his work in the area of customer intelligence and customer relationship management, he is also with the adjunct faculty of the prestigious Singapore Management University and lectures at undergraduate and post-graduate levels for the London School of Economics, University of Manchester and the University of Western Australia.

Update your details at www.cmtevents.com