The 60th Global CEM CERTIFICATION PROGRAM

Hong Kong

November 20-21, 2017

World's first CEM (Customer Experience Management) Certification Program

57 successful runs in 19 International Cities with Attendees from 67 Countries

Program Description

Global Customer Experience Management (CEM) Certification Program is developed based on the Branded CEM Method and co-delivered by Global CEM International Partners from North America, Europe and Asia. Endorsed by various leading authorities, the program is the only ongoing CEM certification program with international recognition and steady expansion. Since 2006, the program has been successfully held in Amsterdam, Barcelona, Brussels, Copenhagen, Frankfurt, Milan, London, Paris, Istanbul, Dubai, Johannesburg, Shanghai, Bangkok, Hong Kong, Singapore, Sydney, Los Angeles, San Francisco and Toronto. On aggregate, the program has drawn attendees from 67 different countries and counting.

Program Uniqueness

Worldwide Acceptance and Universal Application:

The CEM certification program offers a structured framework combining time-tested theories, universally applied principles and practical methods and tools with a winning approach to kick start your CEM. It is unequivocally the only CEM certification program that has proven its global acceptance in different markets around the world.

International Track Record of Success:

The program has seen major success in 19 international cities including Amsterdam, Barcelona, Brussels, Copenhagen, Frankfurt, London, Milan, Paris, Dubai, Istanbul, Johannesburg, Singapore, Bangkok, Hong Kong, Shanghai, Sydney, Los Angeles, San Francisco and Toronto. The list of participants includes many Senior Executives of Blue Chips, Fortune 500 companies, top-tier management consultancies and Universities.

Small Class to Ensure High-level of Interaction:

Conducted in the format of a small-class workshop, the program aims to ensure dynamic and effective interactions between trainers and attendees. We believe attendees come to the program with specific questions in mind and we aim to provide two-way communications to help solving their problems and issues.

Organizer

GOCEM

Global CEM (Global Customer Experience Management Organization) helps companies to create effective customer experience. Our CEM methodologies combine the art and science of CEM in assessing and delivering branded and total customer experience (TCE). Global CEM International Partners are located in Europe, Asia, and North America. Our services include TCE Evaluation and CEM Certification.
Visit Us:
http://www.globalcem.org

What You Will Learn

- The essentials of successful customer experience management
- To plan and implement powerful yet effective customer experience management strategies and initiatives
- To apply relevant tools and models in tailoring the best customer experience practice for your very own business

Who Should Attend

Anyone with any level of managerial or functional responsibility in dealing with customers will benefit from the course. Specifically, you are likely:

- Department Heads of Marketing, Services, CRM, Customer Experience or Sales
- Director/ VP / GM of customer management related units
- Management Executives who take charge of corporate strategy planning and customer management development
- Business Owner who sees CEM a critical differentiator

Program Fee

- Program fee is USD2,500 per person.
- Group discount of USD2,200 per person is available for a Group of 3 or more attendees to register together from the same company. OR, early bird discount of USD2,200 per person applies if registration and payment are completed at least six weeks prior to the program.
- The fee includes training fee, training documentation in e-files, certification fee, lunches and coffee breaks for both days. Travel and accommodation are NOT included.

CEM Certification

The Certificate will be granted to attendees who successfully completes and passes the 2-day training with corresponding in-class exercises and one take-home certification assignment.

57 successful runs in 19 international cities

Testimonials

"Picked up a lot of insights on initiatives that can be implemented in the area of CEM, very impressed to the program and the manner in which it was "managed" shows good practice of CEM by those who preached"
Sandra De Zoysa, Group Chief Customer Officer, Dialog Telekom PLC (Sri Lanka)

"Great thought-provoking experience! You take away a lot to start working on CEM."
Dirk Frans, Managing Partner, TOTE-M Business Architects (Belgium)

"I enjoyed Sampson's sessions the best - he had a good balance of theory & practical examples. The biggest "aha!" was the emotional curve - pleasure/pain peaks – and that you don't need to "fix" each & every touchpoint. I can see how it can be practised by my clients. "
Angeli Lambsdorff, Managing Director, Dentsuindio Inc. (Philippines)

"Very well experienced speaker, ideal balance of theoretical modules and practical use of cases."
Ania-Virginia Kleinbichler, Director, Visitor Marketing, Messe Frankfurt Exhibition GmbH (Germany)

"A lot of bricks fell into place. I can clearly see how to start and run my CEM program!"
Sven-erik Gjertsen, Project Lead CRM, GE Money Bank (Norway)

"I enjoyed Emotions and Loyalty (module). It shed new light on psychological effects on attitudes and behaviors. Touch-point management was also very helpful. Establishing a hierarchy helps when establishing our program to implement CEM."
Mick Martinez, The University of Texas at El Paso (United States)

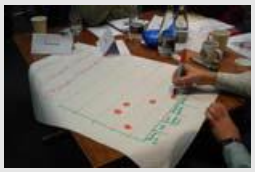
"I have been in the call center industry for quite some time and I thought there's nothing more to learn until now (taking this program). "
Marco Ogsimer, 800 TeleServices (China)

"It was terrific and invigorating to learn new concepts and become aware of skills and tools that are accessible."
Desirree Madison-Biggs, Director, Customer Experience, Symantec Corporation (United States)

"Very valuable information and trainers were very willing to share their knowledge and expertise."
Kenia Johansen, Team Lead - Customer Experience Transformation, American Express (United States)

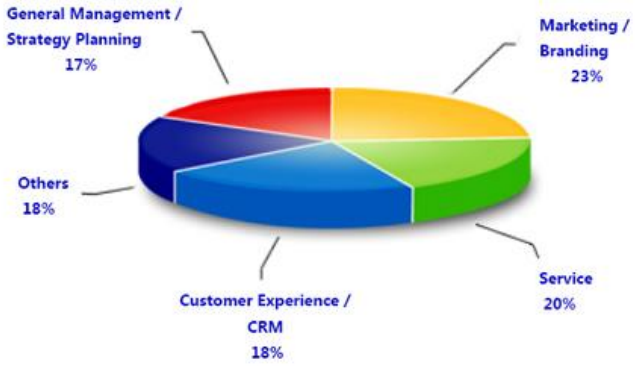
"Recommend to senior management who needs to appreciate the concept well and drive accordingly."
Lim Siew Ping, Senior Manager, Branded Customer Experience, StarHub (Singapore)

Attendees from 67 countries



Who Have Attended

Attendee Profile



Attendees from 67 countries / cities : Argentina, Australia, Austria, Bangladesh, Belarus, Belgium, Benin, Bulgaria, Cameroon, China, Canada, Chile, Colombia, Côte d'Ivoire, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Egypt, Finland, France, Georgia, Germany, Ghana, India, Indonesia, Iraq, Ireland, Israel, Italy, Japan, Jordan, Kenya, Kingdom of Saudi Arabia, Korea, Kuwait, Lebanon, Lithuania, Malaysia, Montenegro, Morocco, Netherlands, Nigeria, Norway, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Singapore, South Africa, Spain, Sri Lanka, Sudan, Suriname, Sweden, Switzerland, Tanzania, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States.

Companies:

Program Agenda

DAY ONE

09:00 – 10:00
1.1 Effective Experience Principles

Dr. Brownell O'Connor

10:00-10:15 Coffee Break

10:15-11:15
1.1 Effective Experience Principles

Dr. Brownell O'Connor

11:15-11:30 Coffee Break

11:30-12:30
1.2 Voice of the Customer

Dr. Brownell O'Connor

12:30-13:30 Luncheon

13:30-14:30
1.2 Voice of the Customer

Dr. Brownell O'Connor

14:30-14:45 Coffee Break

14:45-15:45
1.3 CEM Strategy

Dr. Brownell O'Connor

15:45-16:00 Coffee Break

16:00-17:00
1.3 CEM Strategy

Dr. Brownell O'Connor

DAY TWO

09:00 – 10:00
2.1 Branded CEM

Dr. Brownell O'Connor

10:00-10:15 Coffee Break

10:15-11:15
2.1 Branded CEM

Dr. Brownell O'Connor

11:15-11:30 Coffee Break

11L30-12:30
2.2 Touch-point Management

Dr. Brownell O'Connor

12:30-13:30 Luncheon

13:30-14:30
2.2 Touch-point Management

Dr. Brownell O'Connor

14:30-14:45 Coffee Break

14:45-15:45
2.3 CEM Implementation

Dr. Brownell O'Connor

15:45-16:00 Coffee Break

16:00-17:00
2.3 CEM Implementation

Dr. Brownell O'Connor

1.1 Effective Experience Principles

Learning Objectives

- To understand why emotions dictate buying behaviors
- To figure out how emotions affect brand choice
- To learn step-by-step how to ride on emotions to build brand loyalty

Content Sequence

How we feel – X-VOC (Experience-based Voice-of-customer)

- The subjective experience and the 5 senses: sight, hearing, smell, taste and touch
- Delta Principle – the triangular relations between experience, expectation and satisfaction
- Emotion Curve – tracks and quantifies our emotions in natural time sequence
- X-VOC: a ground-breaking approach to listen to your customers

How we remember – X-MOT (Moments-of-truth at Experience)

- Effective memories – an experience is not effective unless it is remembered
- The Peak-end Rule and its applications in CEM
- Identify the X-MOT (Moments-of-truth at Experience)
- X-MOT: guides and optimizes resource allocation

How we choose – X-Effectiveness (Experience Effectiveness)

- An effective experience creates positive emotions and delivers target brand values
- The Triune Brain: Primitive, Intermediate and Rational Brains
- The Black Box – missing link between consumers experience to ultimate brand choice
- X-Effectiveness: aligns customer experiences to optimize brand loyalty

How we compare – X-Anchoring (Intra-experience Anchoring)

- We need more pain – an experience is not effective unless it is contrasted
- The paradox of happiness and the psychological immune system
- Maximize the PPG (Pleasure-pain gap)
- X-Anchoring: releases resource constraint and enhances subjective experience

"Strategy is a glamorous word. However, you won't have a holistic view of how customer experience works if you don't understand how customers buy. That's why we don't start the course with "Strategy". Instead, we want to bring to the forefront how customers buy and shed light on a new perspective. You will see how emotions dictate buying decisions and affect brand choice, and understand how best to utilize emotions to build brand loyalty."

1.2 Voice of the Customer

Learning Objectives

- To understand how to design effective VOC programs
- To integrate VOC into the customer experience management system
- To convert the insights from VOC to formulate CEM strategy

Content Sequence

Voice of the Customers (VOC) Basics

- What is Voice of the Customer (VOC)
- Why Voice of the Customer (VOC) is needed
- The Voice of the Customer (VOC) Elements
- Voice of the Customer (VOC) and Customer Experience Management

Tools and Application of VOC

- Types of VOC tools and information provided
- Types, frequency and measures of customer feedback surveys
- Applications and challenges of qualitative research
- Complementary usage of qualitative and quantitative researches

Designing Effective VOC Programs

- Target segments: define the target stakeholders' segments
- Value drivers: identify and assess the key value drivers by each segment
- Current performance: decide and measure the performance metrics by each touch-point
- Determine touch rules and design effective questionnaires

VOC in Action

- Identify the most valuable customers by the value they contribute
- Derive the most critical needs and rank their importance
- Map the current experience level at multi-channel touch-points
- Link VOC to CEM strategy design

"Voice of the Customer is an essential topic for any CEM program. Besides covering the fundamentals of VOC, the key of this module is to teach you how to listen to the VOC in a meaningful way – to put VOC in context – to identify the critical values to customers and to your brand. If and only if you set the stage right can VOC point you towards designing effective customer experience."

1.3 CEM Strategy

Learning Objectives

- To understand your corporate DNA and your brand
- To formulate an effective CEM strategy
- To integrate CEM Strategy into the customer experience management system

Content Sequence

Who You Are – Understand Your Corporate DNA

- Why you exist (mission) and what your guiding principles are (culture)
- What your core competences are
- External factors and competition
- The linkage between corporate DNA and CEM

Segmentation – Define Your Target Customers

- Why customer segmentation is crucial to effective strategy formation
- How segmentation methods differ in CEM
- Not all customers are equally important to you – who are the ones
- How to perform effective customer segmentation

Brand Positioning – Decide Target Brand Values

- Brand, brand values and brand positioning
- Current perceived brand values versus target brand positioning
- Optimize brand positioning by both art and science approaches
- Branded experience brings you customer engagement and loyalty – How does it work

Target Experience – Formulate Effective Experience Strategy

- What is an effective CEM strategy
- Steps to formulate an effective CEM strategy
- Win-win approach: effective strategy to the customers and to the brand
- Integration of CEM strategy with VOC and touch-point management

"Strategy is about making choices. Designing an effective customer experience strategy means making choices based on your targeted customers, branded values and resources allocation. In CEM, this requires a paradigm shift from traditional wisdom of managing efficiency to effectiveness. To sheer effectiveness, which takes a lot of guts, and often times, sacrifice. This module tells you how to set a framework as you build your CEM strategy."

2.1 Branded CEM

Learning Objectives

- To understand branded, non-branded and un-branded experiences
- To figure out the core elements of the branded CEM method
- To learn step-by-step on how to design your own unique branded experience

Content Sequence

Branded CEM Basics

- Characteristics of a branded experience
- Differences and implications among branded, non-branded and un-branded experiences
- Branding the experience and experiencing the brand
- An experience is not effective unless it is branded

Branded CEM Optimization

- First thing first: define your target customer segments
- Critical and essential: identify and evaluate the importance of sub-processes
- The magic touch: factor your target brand values into an experience process
- Peak and end: Design and manipulate the effective peak and end experiences

Branded CEM Delivery

- Customer-centric could be wrong
- Effective experience is not equal to good experience
- Emotion curves for multiple touch-points
- Introduction of EEI (Effective Experience Index)

Design Your Own Branded Experience

- Brand values, critical needs and effective experience
- Less is more: allocate your resources in an effective way
- Put PPG (Pleasure-pain Gap) in action
- Develop your own branded experience

"The challenge of customer experience nowadays is that good experience is never enough. You need branded experience. Only when you have branded experience could you differentiate and create loyalty. CEM is not effective unless it is branded. A strategically designed experience process which provides branded experience is critical for improving brand equity (value of your brand) and customer equity (value brought by your customer) for long-term success."

2.2 Touch-point Management

Learning Objectives

- To understand characteristics of different touch-points and how to manage them effectively
- To optimize resource allocation for different touch-points
- To synergize multiple touch-points to deliver target branded experience

Content Sequence

Characteristics of Contemporary Touch-points

- Online touch-points
- Contact center touch-points
- Face-to-face touch-points
- Marketing communications touch-points

Managing Touch-points by Value Drivers

- Love and hate drivers
- MOT of a touch-point experience
- Delivering your value propositions through touch-points
- Differentiating your touch-point experience

Optimizing A Single Touch-point

- Benefits of optimizing a single touch-point
- Step-by-step guide to optimize a single touch-point experience
- Principles for resources allocation on a single touch-point
- Design the target performance level of a single touch-point

Synergizing Multiple Touch-points

- Strategic advantages of synergizing multiple touch-points
- A systemic approach to synergize multiple touch-points experience
- Principles for resources allocation on multiple touch-points
- Design different target performance levels of multiple touch-points

"Touch-points are places, events and interactions affecting your prospects, customers and the public. You can't control them all, but identifying the ones you can influence and control is critical. This module will teach you how to optimize and synergize multiple touch-points to deliver differentiated and branded experience. You can better manage resource allocation to create effective experiences for your customers."

2.3 CEM Implementation

Learning Objectives

- To translate performance gaps into required capabilities
- To design implementation roadmap and set measurement metrics
- To develop a close-loop CEM management system

Content Sequence

CEM Gap Analysis

- Assess the current performance level of multi-channels touch-points
- Identify the performance gaps between target and current experiences
- Assess the performance gaps across multiple touch-points
- Address the performance gaps with new core capabilities

CEM Capabilities

- People capabilities – change management, leadership, recruitment, training and performance system
- Process capabilities – business process stream-line, redesign and re-engineering
- Product capabilities – pricing, costing, product development and product mix
- Technology capabilities – software, hardware, platform, integration and compatibilities

CEM Measurement & Metrics

- Develop roadmap for phased implementations and pilot projects
- Set performance metrics and key performance indicators
- Monitor and assess the performance level of multiple touch-points in delivering target experience
- Measuring ROI of CEM

Close-loop CEM Management System

- Customer experience assessment and evaluation model
- Customer experience strategy model (operations, branding, analytics)
- Touch-point planning model (framework, tools)
- Customer experience case studies and successful stories

"CEM implementation means delivering your designed experience to your customers via a set of multiple touch-points. This requires capabilities alignment across people, process and technology in a company. This module provides you with a roadmap for implementation as well as measurement metrics to ensure that your CEM program is tracked and monitored in order to generate constant feedback for continuous improvement."

Program Trainers

Hong Kong

Sampson Lee

Sampson Lee, the founder of Global CEM, invented the Branded CEM (Customer Experience Management) Method and developed the X-VOC Research, the X-MOT Analysis and the Effective Experience Framework. He applies modern psychology and human behavior disciplines to business practices to create effective customer experience for today's business organizations. Lee and his International Partner team deliver Global CEM Certification Program in Asia, Australia, Europe and the United States. Lee's book, *PIG (Pain Is Good) Strategy* stands the sacred belief of pursuing excellence on its head and starts a resource revolution – to deliver more (effectiveness and pleasure) with less (resource and effort).
The Branded CEM Method was first licensed in Europe in 2008. Lee has been a visiting assistant professor at the University of Hong Kong (master degree program of electronic commerce and internet computing) since 2004.

Ireland

Dr. Brownell O'Connor

Brownell has been working in the customer contact industry since 1990 and in that time has worked with over 150 call center operations across virtually every continent. Brownell established his Contact Centre consulting practice in 1996 and has gained an enviable success record. He spends a lot of his time in the Middle East region and contributes regularly to industry journals and has spoken at international conferences since 1997. Brownell also serves as an executive and non-executive Director of a number of contact center companies across the globe.

United States

Ro King

Ro brings to client engagements more than 15 years of experience, she guides Fortune 500 and Internet 100 firms in building databases of customer information, analyzing data to better understand and anticipate customer behavior, and implementing the tools and processes to conduct marketing campaigns that integrate multiple channels and touch-points. Ro was founding partner of Quaero Corp. U.S. She earned her BA at Harvard and her MBA at the Darden School of Business at University of Virginia. She is a popular conference speaker on CRM, a regular contributor to industry publications and an adjunct professor at New York University.

About the Organizer

Global CEM (Global Customer Experience Management Organization) helps companies to create effective customer experience. Our CEM methodologies combine the art and science of CEM in assessing and delivering branded and total customer experience (TCE). Global CEM International Partners are located in Europe, Asia, and North America. Our services include TCE Evaluation and CEM Certification. Visit Us: http://www.globalcem.org.

Total Customer Experience (TCE) Evaluation consists of two parts: TCE Model Building sets a comprehensive blueprint and renders a complete architecture to measure, manage, and improve the total customer experience as perceived at multiple touch-points and among multiple channels across the entire customer lifecycle. The TCE Assessment measures the effectiveness of experience in driving customer satisfaction, brand differentiation, sales transactions and creating advocates. The combination of TCE model building and assessment helps companies deliver a branded and effective total customer experience.

Global CEM Certification Program is developed based on the Branded CEM Method which aims to drive customer loyalty and brand differentiation with quantifiable business results. Since 2006, Global CEM has run the program in Amsterdam, Barcelona, Brussels, Copenhagen, Frankfurt, London, Milan, Paris, Dubai, Istanbul, Johannesburg, Bangkok, Hong Kong, Shanghai, Singapore, Sydney, Los Angeles, San Francisco and Toronto, with clients from 67 countries across the five continents.

About the Endorsing Organizations

The CRM Association (CRMA) represents the Customer Relationship Management (CRM) industry and all its constituents. The CRM Association aims at representing the industry as not just a purveyor of knowledge and information, but an action-oriented association that will protect and promote the interests of CRM, practitioners, companies using CRM strategies, and thought-leaders, while providing tools to members they need to understand and promote CRM principles and practices.

CustomerThink.com was founded in January 2000 by Bob Thompson, and has grown rapidly to become the world's largest CRM community. Its mission is to help marketing, sales and service executives succeed with Customer Relationship Management (CRM), through high-quality and unbiased articles, discussions, newsletters and online events; interactions with CRM panelists; insightful industry benchmark reports; and an annual thought-leader Summit.

The Web Analytics Association unites and fosters the interests of industry practitioners, vendors, consultants and educators who use, sell, install, implement, consult, teach or train in the filed of web analytics. Our members enjoy several benefits, and several types of membership options. Academics, Professionals, and several types of Corporate Memberships, we invite everyone who has a vested interest in the field of web analytics to participate!

Callcentres.net Pty Ltd is a research, news and online publishing company dedicated to the Asia Pacific and Australian contact centre industries. Established in 1999 and based in Singapore and Sydney, she is recognized as the leading regional provider of research and information to the Asia Pacific contact centre industry. Callcentres.net is pre-eminent in call centre research throughout Asia Pacific having produced over 60 industry reports and the most widely read weekly contact centre newsletters in the region.

BPT Partners is a leading provider of CRM training, education and research. With offices in Atlanta, Dallas and Washington, D.C., and partnerships that span the globe, BPT Partners can provide full service CRM training from executive education on CRM strategy to “Best Practices” training in the areas of sales, marketing and customer support.

Call Center Industry Association (CCIA) is a not for profit organization that is run by industry professionals on a voluntary basis. The main objectives of the organization is to promote and give recognition to the Call Center industry in Thailand; to actively promote continuous professional development of contact centre professionals; to provide professional standards and skills recognition, to provide research and benchmarking data and to provide a forum for knowledge sharing and networking across the industry.

AARM is a worldwide network of business associates and executives who are deeply involved in CRM, BPM, and related subject areas. Since mid nineties this North American network has flourished internationally and our network members and participants have experienced valuable knowledge-transfer, especially our P.CRM recognized certification program.

The **Chief Marketing Officer (CMO)** Council is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide-range of global industries. In total, the CMO Council and it's strategic interest communities include over 6,000 global executives across 57 countries in multiple industries.

Registration Form

Contact Us: training@globalcem.org
Hong Kong Tel: 852-39503396 Fax: 852-39503487

Company Information	
Company	
Address	
Website	
Program choice	Hong Kong, China ☐

Attendee(s) Information		
1st Attendee	First name	Last name
Gender	Mr.	Ms.
Position		
Email & Tel.		
2nd Attendee	First name	Last name
Gender	Mr.	Ms.
Position		
Email & Tel.		
3rd Attendee	First name	Last name
Gender	Mr.	Ms.
Position		
Email & Tel.		

I understand that all handouts and materials obtained in class are strictly for my own educational purposes. Global CEM owns the copyright rights of all program materials and no reproduction is allowed without the prior written consent of Global CEM.

Please sign to confirm registration _____

Program Fees

Program fee is USD2,500 per head. Group discount of USD2,200 per head is available for a group of 3 or more attendees to register together from the same company, OR early bird discount of USD2,200 per head applies if registration and payment are completed at least six weeks prior the program. The fee includes training fee, training notes in e-files, certification fee, coffee breaks and lunches.

Method of Payment

Payment should be made within **5 working days** after registration confirmation and your place is ONLY secured on receipt of payment. International bank remittance is recommended. Credit card payment can be arranged and a 4% charge will be added on the total bill.

Terms and Conditions

1. Acceptance is subject to the discretion of the Organizer. Applications, upon full payment, will be processed on a first-come-first-served basis.
2. When a program is over-subscribed, additional classes may be opened. Applicants will be notified of the new time, dates and place whenever applicable; when a program is under-subscribed, original class may be cancelled. Full refund will be arranged within 30 days of the cancellation. The Organizer will not be liable for attendees' travel and other expenses resulted from the program cancellation.
3. Attendees can assign delegate(s) to take up their seats if they cannot attend due to last minute changes. However, notification must be made to the Organizer at least TWO days prior the training date. No refund will be arranged if the attendees fail to join on their own accord.