



Customer Experience Management Professional Certificate Program

Program Brochure 2008



Shanghai



Dubai



Amsterdam



Singapore



London



San Francisco



Sydney

Designed by 15 global experts, endorsed by 9 leading authorities



Program Description

The CEM Professional Certificate Program is designed and co-delivered by 15 G-CEM International Partners from North America, Europe and Asia. Endorsed by 9 leading authorities from different continents, the program has proven success for its international track record, rich content and the complementary expertise offered by different trainers. Since 2006, the program has drawn hundreds of attendees from 34 countries across various B2B and B2C industries.

What You Will Learn

- ◆ The essentials of successful customer experience management
- ◆ To plan and implement effective customer experience management strategies and initiatives
- ◆ To apply relevant tools and models in designing the best customer experience practice for your business

Who Should Attend

Anyone who has management or functional responsibilities to deal with customers will benefit from the course. In particular, you will likely be:

- ◆ 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 for their business

Program Agenda

| | |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| DAY ONE 1.1 Emotions and Loyalty 1.2 Voice of the Customer 1.3 CEM Strategy | DAY TWO 2.1 Branded CEM 2.2 Touch-Point Management 2.3 CEM Implementation |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|

CEM Certification



The Certificate of CEM (Customer Experience Management) will be granted to attendees who successfully completed and passed the 2-day training session with corresponding in-class exercises and one take-home certificate assignment.

Certificate endorsed by



Supporting Organization





1.1 Emotions and Loyalty

Description

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



Sampson Lee

Trainer

Learning Objectives

This module will enable attendees to:

- ◆ understand why emotions dictate buying behaviors
- ◆ figure out how emotions affect brand choice
- ◆ 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 emotional feelings 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



1.2 Voice of the Customer

Description

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. Only if you set the stage right, VOC can lead you to the right direction of designing effective customer experience.

Learning Objectives

This module will enable attendees to:

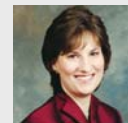
- ◆ understand how to design effective VOC programs
- ◆ integrate VOC into the customer experience management system
- ◆ convert the insights from VOC to formulate CEM strategy



Ro King



John Chisholm



Donna Fluss



Brownell O'Connor

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 Applications 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



1.3 CEM Strategy

Description

Strategy is about making choices. Designing an effective customer experience strategy means making choices on your targeted customers, branded values and resources allocation too. Particularly for CEM, this requires a paradigm shift from traditional wisdom of managing efficiency to managing effectiveness, and a lot of guts to focus or in other word, sacrifice. This module tells you how to set a framework of your own to build up your CEM strategy.

Learning Objectives

This module will enable attendees to:

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



Shaun Smith



Jennifer Kirkby



Paul Ward



Candice Ng-Chee

Content Sequence

Who Are You -- Understand Your Corporate DNA

- ◆ Why you exist (mission) and what are your guiding principles (culture)
- ◆ What are your core competences
- ◆ 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



2.1 Branded CEM

Description

The challenge of customer experience nowadays is that good experience is not enough. You need differentiated (branded) experience. Only when you have branded experience, you could 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.



Sampson Lee

Trainer

Learning Objectives

This module will enable attendees to:

- ◆ understand branded, non-branded and un-branded experiences
- ◆ figure out the core elements of the branded CEM method
- ◆ 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



2.2 Touch-Point Management

Description

Touch-points are those 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 are critical to your success. This module will teach you how to optimize and synergize multiple touch-points to deliver differentiated and branded experience to your target customers. You will be able to better manage your resources allocations to create effective experience.

Learning Objectives

This module will enable attendees to:

- ◆ understand characteristics of different touch-points and how to manage them effectively
- ◆ optimize resource allocation for different touch-points
- ◆ 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



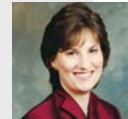
Brownell O'Connor



Candice Ng-Chee



Paul Ward



Donna Fluss



2.3 CEM Implementation

Description

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

Learning Objectives

This module will enable attendees to:

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



John Chisholm



Ro King



Shaun Smith



Jennifer Kirkby

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 implementation model (designing and managing an experience-centric organization)

Testimonials

"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 (U.S.)

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

"Effective and business-oriented." Pekka Mattila, CMO / Director, Pension Fennia (Finland)

"This program gives me ideas easy to implement." Guy Schroecker, Head of Client Services, IMD Business School (Switzerland)

"Yes, I would (recommend this program) - It was enjoyable and I have learned a few new things." Senior Manager, Leszek Soltysik, PricewaterhouseCoopers Sp. z o.o. (Poland)

"Intellectual approach with good real life examples, the trainers' passion and knowledge, and knowing that I will use what I've learned." Meg Hurley, Marketing Manager Australasia, Ansvr Insurance (Australia)

"An outstanding performance and excellent course, absolutely professional. Great application of theory into practice, awesome, well done." Martin Knollys, Provincial Service Manager, First National Bank (South Africa)

"It is very good. It brings a new way of thoughts to the surface, makes a lot of things clearer for me." Maria Varkevisser, Director, Retail Fusion (South Africa)

"Very content rich, broad and thorough exploration of the subject." Mark Grieves, Head of Customer Experience, OCBC Bank (Singapore)

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

"The 'aha' moment was the topic of Sampson's Peak (-end Rule), Emotion Curve and Pain. It totally made me feel better that our organization need not be perfect." Jeanette Beltran, Global CRM Director, ABS-CBN Global (Philippines)



Who Have Attended

Attendees from 27 countries / cities : Hong Kong, Singapore, PRC of China, Taiwan, Macau, Japan, Korea, Philippines, Malaysia, Sri-Lanka, Thailand, Australia, U.S., France, Italy, Spain, Switzerland, Finland, Ireland, Poland, South Africa, Nigeria, Ghana, Estonia, Kuwait, Benin















Companies: American Express, Accenture, Amway Japan, Adidas China, Air China, AVEBE, Assumption University, AS Watson, ARC China, Avocent International Ltd, Aviva Limited, Ansvr Insurance, Adaptive Consultants Limited, ABS-CBN Global Limited, Bristol-Myers Squibb, Bayer MaterialScience Limited, Bayer Schering Pharma, Club Med Hong Kong, Convenience Retail Southern China Ltd., Circle K Convenience Stores (HK) Ltd., Companhia de Electricidade de Macau-CEM, S.A., Chung Hua University, Commodore Solutions SDN, Celcom, Celltel Nigeria, Customer-centric Strategies, Inc., Dialog Telekom, DHL, Dumex (M) Sdn Bhd, Dell (China) Co. Ltd., Distinct Business Consulting Ltd., Earth 9, Expo Hotels & Resorts, Edwards Lifesciences Europe, ESB Customer Supply, First National Bank, Gulf Bank, Honeywell Aerospace, Hong Kong Government, Hong Kong Jockey Club, Hitachi Consulting, IMD, Kasikornbank, Kurios Theles, Kendall Tarrant, KSI Konsult, Life Master Supported SelfCare, Inc., MSD Korea Ltd., Merck & Co. Inc., Modern Terminals Ltd., MTN Nigeria Communication Ltd., MTN Benin, Nomura Research Institute, Ltd., NeoDerm (HK) Ltd., Nonstop Consulting, OCBC Bank, PricewaterhouseCoopers, Phil. Long Distance Telephone Co. (PLDT), PT. Nutricia Indonesia, Pension Fennia, Research In Motion (Blackberry), Retail Fusion, Symantec Corporation, Singapore Telecom Mobile Pte Ltd., Sappi Trading HK Ltd., SAP (China), SECCO, Shanghai Volkswagen, StarHub Ltd., Scancom Ltd., Smart Communications, Inc., Systems on Silicon Manufacturing Co. Pte Ltd. TUV Rheinland Group, Tencent (QQ), TCSG SH, UPS Parcel Delivery Service Ltd., Village Earth, V-Kool International Pte Ltd.,

It's All About CEM

Co-authored by G-CEM International Partners, "It's All About CEM" brings you 21 featured articles in three sections: Defining CEM, Designing CEM and Deploying CEM. You will get new insights and different perspectives from these international experts. **Enroll for the CEM Professional Certificate Program and you will get a complimentary copy of the book (while stock lasts).**



Program Schedule 2008

| Location | Date | Trainers | Venue |
|-------------------------------------------------------------------------------------|------------------------------|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Shanghai March 26-27 | Sampson Lee Paul Ward John Chisholm | InterContinental Shanghai Pudong 777 Zhangyang Road, Pudong Shanghai 200120 PRC  |
|  | Dubai April 29-30 | Sampson Lee Paul Ward Brownell O'Connor | Crowne Plaza Hotel Dubai Sheikh Zayed Al Nahyan Road  |
|  | Amsterdam May 28-29 | Sampson Lee Shaun Smith Brownell O'Connor | Crowne Plaza Hotel Amsterdam - Schiphol Planeetbaan 2, Hoofddorp Amsterdam, 2132 HZ,  |
|  | Singapore July 23-24 | Sampson Lee Paul Ward Candice Ng-Chee | Crowne Plaza Hotel Changi Airport 75 Airport Boulevard #01-01 Singapore 819664  |
|  | San Francisco October 1-2 | Sampson Lee Paul Ward John Chisholm | Crowne Plaza Hotel, 1177 Airport Blvd Burlingame, CA94010, United States  |
|  | London October 6-7 | Sampson Lee Shaun Smith Donna Fluss | Holiday Inn, London Heathrow M4, JCT.4 Sipson Road, West Drayton, UB7 0JU England  |
|  | Sydney November 26-27 | Sampson Lee Paul Ward Brownell O'Connor | Holiday Inn, Sydney Airport Bourke Road & O'Riordan Street  |

About Organizer and Endorsers



G-CEM strives to help companies create effective customer experience. Since 2001, G-CEM develops customer value and customer experience management methodologies and tools, including the Branded CEM Method and the experience-centric X-VOC research.

We have a bilingual website www.g-cem.org serving 100,000 business professionals globally, an annual Customer Management Forum, an annual Customer Management Awards program, and a Customer Management Professional Club, providing platforms for knowledge transfer, business networking and career enhancement.



Founded in January 2000 by Bob Thompson, Customerthink.com 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.



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. BPT Partners provides CRM training in both the cutting edge and the classic strategies and processes that made CRM one of the most successful business approaches in decades.



"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 field 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. She produces the most widely read weekly contact centre newsletters in the region. The newsletter, contact news, has over 5,500 subscribers, and the contact news Asia newsletter is read by thousands of subscribers in the region.



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. It is a forum - CCIA for members with access to formal and informal education including Call Center skills recognition, and promotes communication between call center product and service vendors.



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 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.

G-CEM International Partners

Sampson Lee (Greater China)



Sampson Lee, the founder of G-CEM, invented the Branded CEM (Customer Experience Management) Method (U.S. patent-pending) and developed the X-VOC Research, the X-MOT Analysis and the Effective Experience Framework. He applies modern psychology and human behavior disciplines into business practices to create effective customer experience for today's business organizations. Lee and his International Partner team deliver CEM Professional Certificate Program in Asia, Australia, Europe and the United States. He also conducts training and provides consulting to multinational corporations across regions.

Paul Greenberg (US)



In addition to being the author of the best-selling CRM at the Speed of Light: Essential Customer Strategies for the 21st Century, Paul Greenberg is President of The 56 Group, LLC, and Chief Customer Officer of BPT Partners. Paul is considered one of CRM's leading authorities on strategy and on the state of the market, and has been quoted in multiple national magazines and newspapers as a subject matter expert including the New York Times. Paul is the co-chairman of the CRM Research Center at Rutgers University and has been named the national Vice President for Strategic Alliances for the CRM Association.

Jennifer Kirkby (UK)



Jennifer Kirkby is acknowledged as a leading analyst and writer on marketing and customer management. She is Director of White Waves, a Mutual Marketing Company; contributor to many books and journals; and lectures at business schools. She has a degree in economics and following a career in marketing covering everything from research and development to brand management, was a director at Gartner and advisor to the UK Government. She has worked with many Fortune 500 companies worldwide, on customer management and continuously researches its implementation.

Donna Fluss (US)



Donna Fluss is the founder and President of DMG Consulting LLC, a firm specializing in contact centers and real-time analytics. Ms. Fluss is a recognized thought leader and innovator in contact center and real-time analytics. For over 24 years, she has helped end users build world-class differentiated contact centers and vendors develop high-value solutions for the market. She is the author of the recently published book, *The Real-Time Contact Center*, and many leading industry reports. Donna's articles and columns are carried by publications around the world.

Paul Ward (US)



Paul Ward is the Vice President of Sponsorship for the CRMA of America and is the Co-director of the Washington DC chapter of the HEC-Paris alumni association. Paul Ward's role as strategy advisor to corporate and non-profit executives brings his business management and web services consulting to clients internationally and across the United States. He is a recognized authority on CRM and Perceived Customer Value (PCV) and is doing research on the intersection between Customer Experience Management (CEM) and branding. Paul lectures and writes regular columns on branding, marketing and strategy, with recent articles appearing on global marketing and financial strategies for globalizing companies.

John Chisholm (US)



John Chisholm is Chairman & CEO of CustomerSat, Inc. He has three decades of experience in general management, marketing, research and strategy. A pioneer in online marketing research, he founded Decisive Technology (now part of DoubleClick), publisher of the first shrink-wrapped software for conducting surveys via email, in 1992. He is author or co-author of two US patents in Internet polling technology. He is chairman of the board of the Stanford Institute for the Quantitative Study of Society (SIQSS) and he holds Bachelor of Science and Master Degree in Electrical Engineering and Computer Science from MIT and an MBA from Harvard Business School.

Shaun Smith (UK)



Shaun Smith is widely regarded as one of the top business speakers and experts on brand leadership. Over the last few years, he has been a key catalyst in expanding management focus from the tactical issues of customer service to the much wider and strategic issue of customer experience. He has developed some of the latest thinking and practice around this subject, focusing in particular on how organizations can achieve brand differentiation and long term customer loyalty through the customer experience.

G-CEM International Partners



Jim Sterne (US)

Jim Sterne is an internationally known speaker on Internet marketing at conferences around the world. He has lectured at Stanford, Oxford and MIT. He stays active as a public speaker and as a consultant, helping each client set Internet marketing goals and determine customer relationship strategies. Sterne focuses his twenty years in sales and marketing on measuring the value of a Web site as a medium for creating and strengthening customer relationships. Sterne is the author of six books. He produces the annual Emetrics Summit and is the Founding President of the Web Analytics Association.



Brown O'Connor (Ireland)

Brownell has been working in the customer contact industry since 1990 and in that time he has worked with over 150 call centre operations on 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 speaks at international conferences since 1997. Now based in Dubai, Brownell also serves as an executive and non-executive Director of a number of contact centre companies across the globe.



Silvana Buljan (Madrid)

Silvana Buljan has been working in CRM and eCRM Projects since 1997, as a consultant, a project manager and a subject matter expert for blue-chip clients such as BMW Group, Lufthansa, Scandinavian Airlines. Her expertise lies in CRM strategy, processes and organizational alignment, as well as CRM corporate training. She worked for PwC Consulting and Pixelpark before founding her own Consultancy in Madrid, Smartworxx.



Scott Macstravic (US)

Scott MacStravic, Ph.D. is a freelance consultant and writer, enjoying lots of golf after a forty-year career as a health care strategy and marketing professor and executive. He is the author of ten books and over 400 articles on marketing and strategic issues in services industries.



Candice Ng-Chee (Singapore)

A specialist in customer-based strategies, Candice's domain expertise includes Customer-centric Strategy and Roadmap Development; Voice of Customer Research; Customer Segmentation; Needs Differentiation; Customer Experience Design; Customer Development; Relationship Management and Social Marketing. Known for her passion and professionalism in these areas, Candice is a much sought-after consultant and coach by top multi-national corporations.



Marco De Veglia (Italy)

Marco De Veglia has worked in marketing communications since 1990. He has been Strategic Planning Director and Head of Interactive Strategies for the D'Arcy Group and Head of CRM for Leo Burnett. He is also partner in Trout & Partners, the international network of marketing strategy consultants. Marco De Veglia speaks, writes and consults about integration between traditional and new digital marketing and always offers a contrarian view that helps companies to see a different perspective.



Ro King (US)

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. Ro is currently based in Jakarta, Indonesia.



Simon Daisley (UK)

Simon Daisley is co-founder and Managing Director of Profusion International. Before that Simon was managing consultant with the Customer Contact Company (c3), where they helped leading organizations to transform their whole operation around the needs of customers. Simon was Head of Marketing Communications within the B2B division of British Telecom and is a regular contributor to conferences, CRM magazines and industry debates. He has over 20 years experience of CRM both as a consultant, speaker, author and facilitator and as an active practitioner.

Registration Form

Contact us: training@g-cem.org

Shanghai
Tel: 8621-6132-9932
Fax: 8621-6132-9934

Hong Kong
Tel: 852-2851-0356
Fax: 852-3077-6111

Company Information >>>

| | |
|-----------------|--|
| Company | |
| Company Address | |
| Company Website | |

Program Fees >>>

| | |
|------------------------------------------------|---------------------|
| Standard Price | USD2,000 Per Person |
| Group Discount Minimum 3 attendees or above | USD1,900 Per Person |

Program Fee is USD2,000 per head. The fee includes training documentation, training fee, lunch and coffee breaks for both days. Accommodation is not included.

Attendee Information >>>

| | | | |
|------------|-----------------------------------------------------------|-----------|--|
| First Name | | Last Name | |
| Gender | <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. | Location | |
| Position | | | |
| Email | | | |
| Phone | | Fax | |

Program Schedule 2008 >>>

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| SH | Shanghai | Mar 26-27, 08 |
| DB | Dubai | Apr 29-30, 08 |
| AMD | Amsterdam | May 28-29, 08 |
| SG | Singapore | Jul 23-24, 08 |
| SF | San Francisco | Oct 1-2, 08 |
| LD | London | Oct 6-7, 08 |
| SYD | Sydney | Nov 26-27, 08 |

| | | | |
|------------|-----------------------------------------------------------|-----------|--|
| First Name | | Last Name | |
| Gender | <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. | Location | |
| Position | | | |
| Email | | | |
| Phone | | Fax | |

Method of Payment >>>

Payment should be made within **5 working days** after registration confirmation and your place is **ONLY** secured on receipt of your payment.

Please fax your receipt to our
Shanghai office: 8621-6351-2501 or
Hongkong office: 852-3077-6111

Bank Transfer: USD Account

- ◇ Company: iMatchPoint Limited
- ◇ Bank: Hong Kong and Shanghai Banking Corporation Limited
- ◇ (Mongkok and Link Day & Night Banking)
- ◇ Bank Account: 004-534-233648-838
- ◇ Bank Address: 673 Nathan Road, Mongkok, Kln, Hong Kong

| | | | |
|------------|-----------------------------------------------------------|-----------|--|
| First Name | | Last Name | |
| Gender | <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. | Location | |
| Position | | | |
| Email | | | |
| Phone | | Fax | |

Important Notes >>>

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 participate due to last minute changes. However, notification should be made to the Program Organizer at least 2 days prior the training date. No refund will be made should the attendees fail to attend on their own accord.

Signature:

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

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