



# GLOBAL CEM CERTIFICATION PROGRAM

## Program Brochure



**Johnnaesburg**  
**August 19-20, 2010**

Designed by 15 global experts, endorsed by 9 leading authorities



# Program Description

**Global CEM Certification 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 43 countries across 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 Fee

- ◆ Program fee is USD2,200 per person.
- ◆ Group discount of USD2,000 per person is available for a group of 3 or more attendees to register together from the same company.
- ◆ The fee includes training fee, training documentation, certification fee, lunches and coffee breaks for both days. Accommodation is NOT included.

## 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

**GOCEM**

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Ministry of Information  
Industry, China

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# Program Agenda August 19-20, 2010

Day 1		Day 2	
09:00-10:00	<b>Effective Experience Principles</b> Trainer: Ro King 	09:00-10:00	<b>Branded CEM</b> Trainer: Ro King 
10:00-10:15	Coffee Break	10:00-10:15	Coffee Break
10:15-11:15	<b>Effective Experience Principles</b> Trainer: Ro King 	10:15-11:15	<b>Branded CEM</b> Trainer: Ro King 
11:15-11:30	Coffee Break	11:15-11:30	Coffee Break
11:30-12:30	<b>Voice of the Customer</b> Trainer: Brownell O'Connor 	11:30-12:30	<b>Touch-Point Management</b> Trainer: Brownell O'Connor 
12:30-13:30	Luncheon	12:30-13:30	Luncheon
13:30-14:30	<b>Voice of the Customer</b> Trainer: Brownell O'Connor 	13:30-14:30	<b>Touch-Point Management</b> Trainer: Brownell O'Connor 
14:30-14:45	Coffee Break	14:30-14:45	Coffee Break
14:45-15:45	<b>CEM Strategy</b> Trainer: Ro King 	14:45-15:45	<b>CEM Implementation</b> Trainer: Brownell O'Connor 
15:45-16:00	Coffee Break	15:45-16:00	Coffee Break
16:00-17:00	<b>CEM Strategy</b> Trainer: Ro King 	16:00-17:00	<b>CEM Implementation</b> Trainer: Brownell O'Connor 



# 1.1 Effective Experience Principles

## 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.



Ro King

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.



Brownell O'Connor

Trainer

## 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

## 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.



Ro King

Trainer

## 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

## 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.



Ro King

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.



Brownell O'Connor

Trainer

### 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



## 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.



Brownell O'Connor

Trainer

### 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

### 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

*"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)



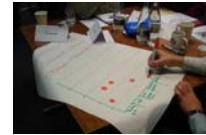
*"I enjoyed Sampson's sessions the best - he had a good balance of theory & practical examples. The biggest "aha!" was the emotional curve - pleasure/pain peaks - and that you don't need to "fix" each & every touchpoint. I can see how it can be practiced by my clients. "*

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 sometime 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)



*"Very content rich, broad and thorough exploration of the subject."*

Mark Grieves, Head of Customer Experience, OCBC Bank (Singapore)



*"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 does (address my most critical needs). My immediate need is to sell the CEM project to executives - this course helps me to articulate the need"*

Michael Gallant, Customer Requirement Manager, Trend Micro (United States)

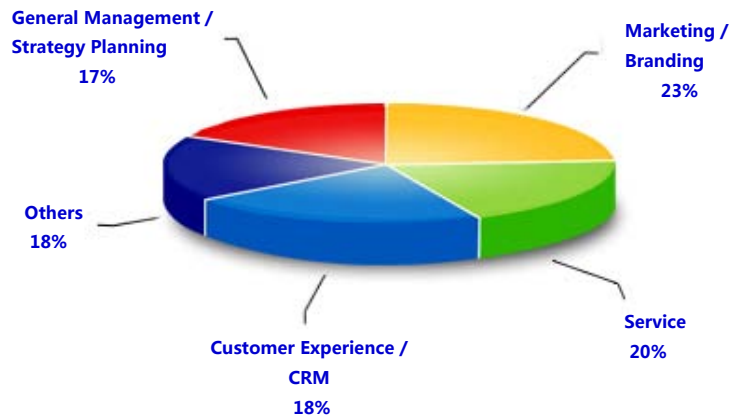


# Who Have Attended

Over hundred companies from 43 countries have sent delegates to attend the programs in three continents (Asia, Europe and North America).



## Attendee Profile



*Attendees from 43 countries / cities : Australia, Bangladesh, Benin, China, Canada, Czech Republic, Denmark, Estonia, Finland, France, Germany, Ghana, India, Indonesia, Ireland, Italy, Japan, Kingdom of Saudi Arabia, Korea, Kuwait, Lithuania, Malaysia, Netherlands, Nigeria, Norway, Philippines, Poland, Singapore, South Africa, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, Turkey, The United Arab Emirates, United States, Portugal, Belgium, Croatia, Britain, Morocco, Bulgaria, Egypt.*

*Companies: Mercedes-Benz (China) Ltd., The Walt Disney Company (Shanghai) Limited, Fuji Xerox (China) Limited, Mio Technology Limited, Swinburne University of Technology, Dialog Telekom, 800 TeleServices, Shanghai Wyeth Nutritional Co., Ltd., Arvato Services, Corporate Synergy Development Center, Messe Frankfurt Exhibition GmbH, DENTSUINDIO, Baker Hughes EHO Ltd., Alfahim, Oceanic Bank International PLC, Grand Casino World, Mantri Developers Pvt. Ltd., Cilija, AB SAMPO bankas, UAB, Advanced Chemical Industries Limited, Balubaid, Etisalat, Capgemini Nederland B.V., GFK Praha, Air Transat, Trend Micro Deutschland GmbH, Vhi Healthcare, Beekestijn Business School, Customer-i, TOTE-M Business Architects, The University of Texas at El Paso, AAA Arizona, CDC Software, Omega Management Group Corp., GE Money Bank, Vodafone, ikerlan, Access Bank PLC, EC2 - Easyto, BCD Travel, XUPERA, Triumph International (S) Pte Ltd, HeiTech Padu Berhad, Invensys Process Systems Pte Ltd, Cerebos Pacific Limited, American Express, Accenture, Amway Japan, Adidas China, Air China, AVEBE, Assumption University, AS Watson, ARC China, Avocent International Ltd, Aviva Limited, Ansvar Insurance, Adaptive Consultants Limited, ABS-CBN Global Limited, Bristol-Myers Squibb, Bayer Material Science 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., 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., 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.*

## Program Schedule 2010

Location	Date	Trainers	Venue	
 Johannesburg South Africa August 19- 20	Johannesburg South Africa August 19- 20	Ro King Brownell O'Connor	Holiday Inn Johannesburg, Rosebank	
 Hong Kong China July 29- 30	Hong Kong China July 29- 30	Sampson Lee Brownell O'Connor	InterContinental Grand Stanford Hotel	
 Copenhagen Denmark May 19-20	Copenhagen Denmark May 19-20	Sampson Lee Ro King	Crowne Plaza Hotel, Copenhagen Towers	
 Paris France Mar 17-18	Paris France Mar 17-18	Ro King Brownell O'Connor	Crowne Plaza Hotel Paris Republique	
 Hong Kong China Jan 28-29	Hong Kong China Jan 28-29	Sampson Lee Ro King	InterContinental Grand Stanford Hotel	

## Program Schedule 2009

Location	Date	Trainers	Venue	
 London UK Dec 2-3	London UK Dec 2-3	Ro King Shaun Smith	Holiday Inn London Heathrow, M4 J4 Heathrow Airport	
 Paris France Sep 30 - Oct 1	Paris France Sep 30 - Oct 1	Ro King Paul Ward	Crowne Plaza Hotel Paris Republique	
 Paris France May 27 - 28	Paris France May 27 - 28	Sampson Lee Paul Ward	Crowne Plaza Hotel Paris Republique	
 Shanghai China Mar 25-26	Shanghai China Mar 25-26	Sampson Lee John Chisholm Brownell O'Connor	InterContinental Shanghai Pudong	

# About the Organizer



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



## Total Customer Experience (TCE) Evaluation



The 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.

For details, please visit: <http://TCEevaluation.G-CEM.org>

## Global CEM Certification Program



The Global CEM (Customer Experience Management) Certification Program is designed and co-delivered by G-CEM International Partners and endorsed by nine authorities. Since January 2006, G-CEM has run the program in London, Amsterdam, Paris, Dubai, Shanghai, Hong Kong, Singapore, and San Francisco, with clients from 37 countries across five continents.

For details, please visit: <http://www.cemcertification.org>

# About the Endorsers



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.



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.



"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.



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.



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.

# 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.



## 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.



## 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 now the Chairman of John Chisholm Group and was formerly founder, CEO, and chairman of CustomerSat. The company is a leading provider of real-time systems for measuring and automating actions based on customer satisfaction and loyalty and it was sold to MarketTools in 2008. Prior to that, he founded Decisive Technology, formerly the leading provider of desktop software for conducting online surveys (later acquired by MessageMedia and now part of Google). John owns and co-owns two US patents in Internet polling technology. He holds bachelors and masters degrees in electrical engineering and computer science from MIT; and an MBA from Harvard Business School.

## Annemiek van Moorst (Netherlands)



Annemiek van Moorst, entrepreneur, author, designer, implementator and opinion leader, is founding partner of TOTE-M (1994 - now). TOTE-M is a leading independent management consultancy specialized in customer management strategy and implementation based in Amsterdam and Brussels ([www.tote-m.com](http://www.tote-m.com)). Its customer base consists of large international corporations in finance, telecom, utilities, technology and retail. Annemiek is a frequent speaker on seminars and congresses. She was involved in founding the Dutch CRM Association. In 2004 she founded the forum for Directors of Direct Channels and Contact Centres aiming at professionalization of the market. In 2005 she joined the jury of the Dutch CRM Award.

# 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.



## Brownell 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 (Spain)

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](mailto:training@g-cem.org)

Hong Kong  
Tel: 852-2213-7388  
Fax: 852-3077-6111

## Company Information >>>

Company	
Company Address	
Company Website	

## Program Fees >>>

Standard Price	USD2,200 per person	_____ persons
Group Discount Minimum 3 or above	USD2,000 per person	_____ persons

Program fee is USD2,200 per person.  
Group discount of USD2,000 per person is available for a group of 3 or more attendees to register together from the same company.  
The fee includes training fee, training documentation, certification fee, lunches 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 >>>

JB	Johannesburg	August 19- 20, 2010
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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 payment.  
Bank account details will be provided in separate notification for your bank transfer purpose.

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.
4. All handouts and materials obtained in class are strictly for attendees educational purposes. G-CEM owns the copyright rights of all program materials and no reproduction is allowed without the written consent of G-CEM.

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

### 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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