



## Global Customer Experience Management Awards 2009

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**For Immediate Release**

### **The 8<sup>th</sup> Global Customer Experience Management Awards Program:**

#### **Call for Entries Now**

**July 14, 2009** G-CEM, Organizer of the Annual Global Customer Experience Management Awards program announced that the 8th Global Customer Experience Management Awards program is now open for application until 30th November 2009.

The Awards program was first launched in 2002 with an aim to help promoting the development of Customer Management in the region. Over the years, it is acknowledged as an excellent platform to provide recognition, sharing and learning opportunities for industry practitioners of different disciplines and industries.

By entering into its 8<sup>th</sup> year in 2009, the Program is officially renamed as Global Customer Experience Management Awards covering four major geographical regions, namely Europe, America, Asia and Africa. Besides its global reach, the Awards program is dedicated to reward and recognize successful development and deployment of customer experience practices in different dimensions. A total of 10 Awards are designed to appreciate the different strategic aspects and execution processes that an enterprise has to consider for creating an effective experience to their customers.

An Awards Guidebook covering relevant program details is available for download in the Awards website: [www.customerexperienceawards.org](http://www.customerexperienceawards.org)

All awards winners will be invited to share their winning cases in the Customer Management Forum and attend the Awards Presentation Ceremony to be held on March 2010 in Shanghai.

For further questions and enquiries, please send to [awards@g-cem.org](mailto:awards@g-cem.org)

#### **About G-CEM**

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](#).



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### **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 40 countries across five continents.

For details, please visit: [www.cemcertification.org](http://www.cemcertification.org)