



## Customer Experience Awards 2008

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**For Immediate Release**

### **THE CUSTOMER EXPERIENCE AWARDS 2008 GLOBAL AWARD WINNERS ANNOUNCED**

**March 27, 2009** The 7<sup>th</sup> Customer Experience Awards election was successfully completed in January 2009. The Awards program aims at recognizing organizations' effort and achievements in customer experience management practices. A total of 6 enterprise winners and 1 vendor partner from America, Europe and Asia regions were finally elected for the Awards. All awards winners have assigned senior delegates to present their award winning cases in the 7<sup>th</sup> Customer Management Forum and to receive the award trophy in person in the Awards Presentation Ceremony being held in InterContinental Pudong Shanghai on March 27, 2009.

#### **Awards Winners**

**Customer Experience Strategy Award – America Region  
Trend Micro Inc.**

**Customer Experience Strategy Award – Europe Region  
Philips Consumer Lifestyle**

**Customer Experience VOC Award – Asia Region  
KASIKORNBANK**

**Customer Experience People Award – Europe Region  
Trend Micro Inc.**

**B2B Customer Experience Award – Asia Region  
Hewlett-Packard HK SAR Ltd.**

**Online Customer Experience Award – Asia Region  
Taobao (China) Software Co., Ltd.**



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### **Vendor Partner Supporting Award**

**Van De Laar / Pothoven**

**for Philips Consumer Lifestyle Customer Experience Strategy Award – Europe Region**

### **How the Winners were elected**

The whole election process took 6 months to complete. From which, it went through the stages of open applications, initial screening, final shortlists, submission of a 3,000-5000 word case study report for each qualified entry and also the final Q&A and substantiation with the Panel Judge Pool.

The Effective Experience Framework was being used as the judging criteria throughout the election process. The framework is structured according to the four core elements of the Branded CEM Method (U.S. Patent-pending) which covers four modules (VOC, Strategy, Touch-point and Execution) in 12 components for the creation, delivery and assessment of effective customer experience.

The Panel Judge Pool was formed by over 20 International Partners and Global Advisors representing different industries and domain of expertise.

The Organizer is glad to see that Customer Experience Management is getting more and more attention and mindshare from senior management of every enterprise. It is indeed vital for today's corporations to deliver a branded and differentiated experience to their target customers to stay ahead of their competition. With this annual awards program, the Organizer will continue to help promoting the successful deployment of CEM.

For Awards applications of Customer Experience Awards 2009, details will be announced in <http://awards.g-cem.org> in June 2009.



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### **About The Customer Experience Awards Program**

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 the 7<sup>th</sup> year in 2008, the Organizer is determined to dedicate the Awards program on Customer Experience Management and rename it to Customer Experience Awards. A total of 10 Awards categories are designed to recognize the different strategic aspects and execution process that an enterprise has to develop for creating an effective experience to their customers. There is no territory boundary on the submission of entries as they will be categorized in any one of the four geographical regions: Asia Region, America Region, Africa Region and Europe Region. The Awards program helps to recognize enterprises which make serious efforts in taking a lead in their Customer Experience Management. Visit: <http://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. Visit us: <http://www.G-CEM.org>

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