

2009 National

Customer Experience Management Summit

Design, Create and Execute Meaningful
Customer Experiences that Improve
Customer Satisfaction, Profitability and
Your Market Advantage

January 21-22, 2009 | Washington, DC
Optional Post-Conference Workshop January 23, 2009



You Will Learn to:

Gain Customer Loyalty in an Economic Downturn

Acquire and retain valuable customers in the current market to gain long-term sustainability

Promote Employee Engagement to Improve Customer Satisfaction

Engage employees on the value of the customer experience with a reward and recognition system

Measure and Communicate the ROI of the Customer Experience

Utilize key metrics to monitor and measure customer experience and gain valuable data

Develop a Strategy to Create Profitable Customer Relationships

Understand the linkage between employee experience, customer experience and improved business results



www.ASMIweb.com/CEM

Customer Experience Management Summit

Design a Customer Experience for Increased Profitability and Market Share in this Interactive Workshop

Dear Customer Experience Professionals,

Most senior business leaders agree that differentiating your product solely on the traditional physical elements of price, delivery or quality is no longer a sustainable business strategy.

The management of your customer's experience is important in creating loyalty and satisfaction to improve your market position and impact your bottom line. To learn how to create, design and execute unforgettable customer experiences, the American Strategic Management Institute proudly presents the 2009 National Customer Experience Management Summit, being held January 21-22, with an optional post-conference workshop on January 23, 2008, in Arlington, VA.

Encourage and Motivate Employee Engagement

A positive customer experience relies on the contributions of your employees. Relay the importance of great customer experiences and use creative motivational tools to get employees engaged and involved. Learn how to encourage employees and create loyalty to improve your customer service.

Measure and Report the Performance of Your Customer Experience Management

In order to improve the customer experience, businesses must first assess how well they are doing and what areas they can improve. Implement measures and metrics that help assess the performance of your customer management program, and determine the ROI of the customer experience to build a business case and report findings to executives.

Assess Your Customers' Needs and Wants to Drive Innovation

One of the first steps in creating successful customer experiences is to understand and assess current customer touch points and data. Learn how to use customer profiles to understand customer transactions as a way to tailor your message. Design new innovative ways to create memorable customer experiences and meet their needs.

Managing your customer experience is critical in today's consumer-driven environment. Join your colleagues from across the nation to learn from industry leaders and gain a competitive edge in your market. Register today by calling (703) 894-0920 or visit us online at www.ASMIweb.com/CEM. I look forward to seeing you in January!

Best Regards,



Alyson Wagner
Director
American Strategic Management Institute

Who Should Attend:

All C-Level, VPs, Managers and Directors of:

- Customer Experience, Loyalty and Satisfaction
- Customer Care and Support
- Marketing
- Sales
- Operations
- Technical Support
- Business Development
- Training and Development

Exceed the Expectations of the Customer to Create Profitable Results



Customer Experience Management *Summit*

Monitor and Track the Consistency of the Customer Experience

Day One: January 21, 2009

8:30
Continental Breakfast & Conference Registration

9:00

Keynote Address:

Build a Customer-Centric Culture of Performance in Your Organization

Keeping a world-class focus on your customers begins within your company culture. How can a company's corporate culture affect the bottom line? Learn how to work towards world-class customer satisfaction through a focus on communications, compensation, and listening to the customers.

- Learn how a corporate culture led by your executive team impacts everyone in your company down to the individual contributor
- Communicate the need for a memorable customer experience with your employees
- Maintain focus and engagement through the customer experience process

Tina Waters
SVP Customer Service Operations
Comcast

10:00
Break & Refreshments

Drive Customer Experience to Build Customer and Employee Loyalty

- Segment experiences by customer types and customer values
- Prioritize touch point experiences and avoid technology traps
- Understand how your front line staff impacts your bottom line

Danielle Blugrind,
Former Director, Consumer and Brand Insights
Taco Bell
Principal
Insightography

"Had a lot of great real-life examples to illustrate key points of the course."

Diana Pasqua, Member Services Ontario Lottery Gaming Corporation

You

Will Learn to:

- **IMPROVE** your customer experience management program to gain loyalty
- **MAXIMIZE** your organization's opportunities during a depressed market
- **MEASURE** customer experience management ROI to enhance the overall customer experience
- **GAIN** insight into your customer's behaviors and define your service goals
- **CREATE** tools that enable your employees to deliver on your brand's promise



Customer Experience Management *Summit*

Exceed the Expectations
of the Customer to Create
Profitable Results

Day One: Continued

11:15

Improve Customer Loyalty across Your Organization through Net Promoter Score

- Learn the advantages of Net Promoter Score (NPS) in creating simplified and timely customer responses
- Design and support the infrastructure to drive NPS across your organization
- Benchmark internally to identify appropriate training required

Christopher Lis

VP Research and Development

Cancer Treatment Centers of America

12:15

Lunch Break

1:15

Develop Key Customer Feedback Measures and Metrics

- Understand the relationship between feedback analysis and improved competitive advantage
- Develop real-time customer feedback for timely responses and increased customer confidence
- Examine ways for precisely collecting, analyzing and reporting critical business issues

Tom Johnston

Former SVP

Wachovia Insight & Innovation

2:15

Break & Refreshments

2:30

Measure and Communicate the ROI of the Customer Experience

- Set experience performance metrics for the customer and the employee
- Refer to Balanced Scorecards and performance monitoring systems to track measures and metrics
- Utilize historical data to improve your customer experience

Suzanne Frissora

VP of Customer Experience

M/I Homes

3:30

Use Customer Segmentation to Enhance the Customer Experience and Drive Profitability

- Develop rich insights into your customers and define your service vision
- Utilize segmentation to maximize the return on resource allocation and customer service
- Create tools that enable your employees to deliver on those propositions efficiently

4:30

Conference Adjourns



The American Strategic Management Institute

The American Strategic Management Institute (ASMI) is the nation's leading authority on measurement and management methodologies for improving individual and organizational performance. ASMI's mission is to identify, study and disseminate the leading strategic management and performance measurement practices pioneered by best-in-class organizations.



Customer Experience Management Summit

Engage Your Employees and
Promote Effective Service
Culture Leadership

Day Two: January 22, 2009

8:30
Continental Breakfast

9:00
Keynote Address: Gain Customer Loyalty in an Economic Downturn

- Maximize your business opportunities during a depressed market
- Understand how consistent, positive customer experiences will lead to repeat customers
- Learn how to overcome customer objections and meet their current needs

Roy Barnes
Former SVP of Strategic Management and Customer Development
Marriott Vacation Club International
Principle
Blue Space Consulting

10:00
Break & Refreshments

10:15
Move from Corporate-Focused to Customer-Focused

- Understand your customer's needs
- Identify key organizational strategies around the customer
- Create a customer-focused organization

Carol Hickman
Assistant Vice President
Great-West Healthcare, now part of CIGNA

11:15
Motivate Leaders and Employees and Create a Service Culture of Excellence

- Create a service motivation culture that encourages the service essential to high performance
- Enable employees to acquire the tools and support needed for exceptional service performance
- Demonstrate a commitment to service that influences others towards service and meaningful contributions

David Murray
SVP, Marketing Director
Bank Newport

12:15
Lunch Break

1:15
Develop a Strategy to Create Profitable Customer Relationships

- Develop a customer-focused strategy to drive loyalty and growth
- Focus on the "bottom line" that really matters—your customers
- Understand the linkage between employee experience, customer experience and improved business results

Martyn Christian
VP of ECM Marketing
IBM Enterprise Content Management

2:15
Break & Refreshments

2:30
Assess Customer Insight to Drive Innovation

- Understand the need for enhancing the customer experience
- Ensure growth through customer-focused innovation
- Determine your current customer touch points and transactions

Dan Thorpe
SVP, and Group Leader
Wachovia

3:30
Promote Employee Engagement to Improve Customer Satisfaction

- Integrate the human factor in enabling and promoting the customer experience
- Engage employees on the value of the customer experience
- Build a supportive reward and recognition system

Ellen Hedden Bland
Customer Service Manager
Honeywell

4:30
Conference Adjourns

Customer Experience Management Summit

Ensure Customer Loyalty in a Tight Economy to Secure Your Market Share and Advantage

Day Three: January 23, 2009
Optional Post-Conference Workshop

8:30

Workshop Registration & Continental Breakfast

9:00

Workshop

Design a Customer Experience for Increased Profitability and Market Share

The experience of each customer has become more important as businesses are becoming commodities. The pricing and quality of products are not enough to keep consumers happy. In order to gain loyalty and sustain your business, the customer must have a great experience every time. The value of each experience at every touch point is a chance for your company to differentiate yourself from the competition. Knowing where the major touch points for your customers are and designing a plan to create positive perceptions at each of these touch points will help increase your bottom line as well as result in sustainable growth. In this workshop you will learn how to create an overall plan to fit your organization, devise a plan to manage the customer experience and execute this plan in order to sustain satisfaction and loyalty in a down-turned economy.

- Measure the level of satisfaction with your current customer experience
- Improve customer loyalty to create a sustainable customer advantage
- Understand and assess current customer touch points and data
- Determine the ROI of customer engagements to build a business case that ensures executive and employee buy-in
- Learn how the design, creation and execution of customer experiences can drive customer satisfaction, loyalty and top-line revenue and profits

Roy Barnes

Former SVP of Strategic Management and Customer Development
Marriott Vacation Club International
Principle
Blue Space Consulting

Featured Speakers Include:



Tina Waters, SVP Customer Service Operations, Comcast Cable Communications, Inc

She is responsible for customer experience strategy and tactical implementation, eCare operations, and Care employee development programs for Comcast's call centers. Tina is responsible for managing outsource call center partnerships and workforce capacity management. Additionally, Tina leads the team responsible for consumer care inquiries and customer outreach for the Office of the President. A College of Commerce & Finance graduate of Villanova University, Waters received a Master of Science in Organizational Dynamics from the University of Pennsylvania.



Roy A. Barnes

SVP, Customer Experience and Development, Marriott Vacation Club International
Principle, Blue Space Consulting

A twenty year veteran of the hospitality business, he has successfully led efforts both within Marriott International and MVCI to improve operations, process management and performance accountability at all organizational levels. Mr. Barnes is well acquainted with all aspects of the organizational challenges of customer focused business transformation. Roy is currently President of Blue Space Consulting, an independent speaking and consulting firm specializing in strategy execution, enterprise change management and transformation as well as customer experience design



David M. Murray, Senior Vice President/Marketing Director, BankNewport

David M. Murray leads the marketing efforts of BankNewport and Ocean Point Financial Partners, headquartered in historic Newport, RI. A most unlikely place to find such a severely infected creative person, Murray, a children's author, musician and topiary gardener exists comfortably in a corporation of bankers and insurance executives. Among some of his most notable career achievements, David recalls the recent formation of a holding company to make way for acquisitions and mergers, two corporate name changes, and massive internal and external branding campaigns and corporate culture shifts.

Customer Experience Management Summit

Create a Sustainable Customer Advantage

Exhibiting & Sponsorship

To learn more about exhibiting and sponsorships at 2009 National Customer Experience Management Summit, please contact Kwami Attipoe at 703-894-0920 or email him at Attipoe@PerformanceWeb.org.

Venue & Hotel

2009 National Customer Experience Management Summit will be held at the American Strategic Management Institute's Training Center in Arlington, VA. A public parking garage is located inside of the building for \$10/day. Continental breakfast, lunch and refreshments will be provided for delegates on each day.



Conference Address:
The Performance Institute Conference Center
1515 N. Courthouse Rd.
Suite 600
Arlington, VA 22201
(703) 894-0920

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$209.00 until December 21, 2008. Please call the hotel directly and reference code "Customer Experience" when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.



Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd.
Arlington, VA 22209
Phone: 703-528-2222
www.courtyardarlingtonrosslyn.com

Tuition & Group Discounts

The tuition rate for attending 2009 National Customer Experience Management Summit is as follows:

	Early Bird Rate	Regular Rate
Conference Only	\$1699	\$1799
Workshop	\$399	\$499

* For the Early Bird Rate contact Paul Rogers at 858-874-6876 or email him at PRogers@ManagementWeb.org.

For more information on group discounts for 2009 National Customer Experience Management Summit please contact Paul Rogers at 858-874-6876 or email him at PRogers@ManagementWeb.org.

Cancellations and Quality Assurance

The American Strategic Management Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: Amy Shioji, VP of Education Services, ASMI, 1515 N. Courthouse Road, Suite 600, Arlington, VA 22201. We will evaluate individual complaints in a context of collective comments from the event.

Note: A \$399 service fee will be charged on cancellations received less than four weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future conference. If you do not cancel your registration before the day of the event, you will be charged for the full conference amount. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The American Strategic Management Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason ASMI decides to cancel this conference, ASMI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

How Can I Register?

1. **ONLINE** at www.ASMIweb.com/CEM
2. **VIA FAX** to 703-894-0482
3. **VIA PHONE** to 703-894-0920
4. **VIA MAIL** to 1515 N. Courthouse Road, Sixth Floor
Arlington, VA 22201

- Yes! Register me for 2009 National Customer Experience Management Summit
- Yes! Register me for 2009 National Customer Experience Management Summit and Workshop
- Please call me. I am interested in a special group discount for my team

Delegate Information

Name _____ Title _____

Office _____ Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Payment Information

- Training Form/Purchase Order
- Check (accepted by mail only)
- Credit Card

Credit Card Number _____ Expiration Date _____

Name on Card _____ Card Verification Number _____

Billing Address _____

Please make checks payable to: The Performance Institute

Note: Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

Priority Code: B271-ONCAT

Customer Experience Management *Summit*

Upcoming Conferences:

The 2009 Growth and Innovation Summit

Create New Value from Ideas and Innovation to Expand Your Business and Sustain Growth

February 18-19, 2009

Optional Post-Conference Workshop February 20, 2009

You Will Learn to:

- Identify corporate culture initiatives to cultivate leaders and drive innovation
- Leverage intelligent and creative innovation for competitive advantage
- Implement measures and metrics to assess the ROI of innovation
- Integrate a new business model for growth to impact your bottom line

Balanced Scorecard Masters 2008

Define, Implement and Advance Strategy and Planning with the Balanced Scorecard

March 16-18, 2009

You Will Learn How to:

- Establish Measures and Metrics to Execute Strategy
- Align Planning and Budgeting to Drive Decision-Making
- Integrate Strategy throughout the Organization
- Communicate Change and Strategy Buy-In