

The 3rd China CRM Forum 2005

& The Award Presentation of Best CRM Practice In China 2004



March 30~ April 1, 2005

Shanghai International Convention Center

Simultaneous interpretation on March 30~31

Organizers:



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Best of the Best

Global CRM Intelligence and China Case Studies

Organized by GreaterChinaCRM and CRMGuru.com, the two largest CRM communities in China and the world respectively, the 3rd year China CRM Forum 2005 will be launched in Shanghai International Convention Centre from March 30 to April 1, 2005.

International Gurus: Coming from the US, Europe, Australia and Asia Pacific, you will be able to meet with those sought-after CRM speakers, to share their leading edge CRM insights and successful cases in international markets.

China Case Studies: Winners of Best CRM Practice In China 2004, including industry sectors of Automobile, Manufacturing, FMCG, Retailing, Pharmaceuticals, Real Estate, Servicing, etc. will present their award winning cases to all forum attendants - a great chance to learn and share with local elites.

Best CRM Practice In China 2004: Senior delegates of 19 enterprises will be joining the Forum to receive the Award of Best CRM Practice In China 2004 in person. This is certainly an occasion to mark and remember.

The Theme of the Forum is "Show The ROI On CRM By Different Industries", let all gurus and industry leaders demonstrate to you how their CRM projects are justified under stringent market conditions.

Why You Should Attend This Forum

- A valuable opportunity to meet up with the CRM elite from Europe, America, Asian Pacific region, and China and to share their perspectives
- Meet and network with senior decision makers from various industries
- Listen and learn from the Best CRM Practice award winners

Who should Attend This Forum

- Top management (CEOs, Presidents, Partners, Directors etc.)
- General Manager, Sales and Marketing Managers;
- CRM, Customer Service, and Call center Managers;
- Corporate Development and e-Business Managers;
- Decision-makers who want to understand, introduce and implement CRM to meet their business objectives;
- CRM experts, third-party consultants and CRM vendors.

From All Major Industries

- Finance, Banking, Insurance, Securities;
- Telecommunications, Information Technology, Internet;
- Real Estate, Hotel, Media, Servicing;
- Logistics, Airline, Transportation;
- Retailing, FMCG;
- Manufacture, Automobile, Pharmaceuticals;
- Other.

Global CRM Gurus will demonstrate leading-edge CRM concepts and intelligence:

Sampson Lee, Founder, **GreaterChinaCRM, China**
Naras Eechambadi, CEO, **Quaero Corp., U. S**
Paul Greenberg, Executive VP, **The CRM Association, U.S**
Paul K. Ward, VP for Sponsorship, **The CRM Association, U.S**
Bruce Culbert, President, **Cultech Executive Consulting, U. S**
Scott Rogers, Director, **David's Bridal, U. S**
Jacky Fujieda, President, **CRM Association Japan, Japan**
Candice Ng, Managing Partner, **MetaCore Asia, Singapore**
Simon Kriss, CRM & Call Centre Expert, **APCCN, Australia**
Rosemary King, Founding Partner, **Quaero Corp., U. S**
Rafael Rodriguez, Founder, **Focused Management, Colombia**
Edmund Ang, Senior Vice President, Asia Pacific, **Salesforce.com, U.S**

Award Winners of "Best CRM Practice In China" will share their successful CRM stories:

Wendy Bi, General Manager, **FSI Consulting & Integration, Technology Service Group, China HP**
Tatsuo Muranaka, Group president, Customer Communication and Services Group, **Sony China**
Mier Ai, Chief Operation Officer, **Bertelsmann Direct Group China**
Dobbin Chan, Call Center General Manager, **Ping An Insurance**
Alfred Fahringer, Senior Vice President, **Siemens Shanghai Mobile Communications, Ltd.**
Edmond Lee, Assistant GM, **Manulife-Sinochem Life Insurance**
Stephen Yang, CRM Director, **Wyeth Nutrition China**
Zhang Chunzhi, Deputy General Manager, Marketing & Sales, **Air China**
Lane Liu, CRM Manager, **Shanghai Volkswagen**
Kevin Jiang, CRM Business Development Director, **SAP China**
Alex Wong, Chairman & CEO, **800TeleServices**
Henry Winter, CEO, **Groove Street, U.S**

Events at a glance

Mar. 30, 2005	Plenary Session & The Award Presentation of Best CRM Practice In China 2004	7F, Pearl Room, SHICC
Mar. 31, 2005	Best CRM Practice Case Study Session One	5B-5C Meeting Room, SHICC
	Best CRM Practice Case Study Session Two	5D-5E Meeting Room, SHICC
Apr. 1, 2005	The CRM Guru's Workshop Session One	3C Meeting Room, SHICC
	The CRM Guru's Workshop Session Two	3D Meeting Room, SHICC



Over 200 Senior Managers attended 2004 China CRM Forum

Plenary Session and The Award Presentation of Best CRM Practice In China 2004

8:30 Registration

8:50 Chairperson's Opening Remarks

9:00 Welcoming Address – How Far Away China From Global CRM Standard

Insights from "Best CRM Practice in China" & "The CRMBodyCheck"

- Customer
- Strategy
- People
- Process
- Technology



Sampson Lee
Founder
GreaterChinaCRM, China

9:40 Keynote Address – Maximizing the Profitability of Customers in Retail Financial Services through High Performance Marketing

Marketers are faced with very complex choices in many different areas. They have to determine.

- What channels they should spend their money to make it most effective
- Which customer segments to target
- What levers they should seek to move (e.g. awareness, price, and distribution)
- How best to influence purchase behavior
- Where in the customer engagement cycle they can have most influence



Naras Eechambadi
CEO
Quaero Corp. U. S

10:20 Morning Coffee

10:40 Keynote Address – CRM Strategies in the Manufacture Sector for maximizing ROI

- How to identify which initiatives have the greatest potential for significant ROI
- Determining realistic ROI and creating the programs and organizational buy-in to realize the full potential from your CRM initiatives
- Measuring the impact and return of the Organizations CRM efforts



Bruce Culbert
President
Cultech Executive Consulting, U. S

11:20 Keynote Address – How to inspire customers to say "I do" to David's Bridal

David's Bridal CRM efforts are more customer-centric. They have invested heavily in customer research – to understand their customers' needs, desires, beliefs, and motivators. Wedding apparel retailers serve customers who've managed their relationships well enough to want to make them permanent. Scott will describe how CRM is being structured to inspire customers to say "I do" to David's Bridal, earning their business to have and to hold, from this day forward...



Scott Rogers
Director
David's Bridal, U. S

12:00 Networking Luncheon

13:30 Keynote Address – Processes at the Heart of CRM ROI

The bottom line of CRM, no matter it's flavor, means being and remaining one step ahead of your competitors, recognized either as a product leader, a low price supplier or admired by the way you enamor your customers. What they love and pay for is the result of the processes you use to being faster, better, cheaper or to maintain a superior service. Do not spend any dollar on a CRM initiative if you are not willing to seriously analyze and most likely modify, your existing processes. Any measures you choose to monitor your progress / effectiveness of your CRM depends on the way activities are performed and resources utilized within your processes. The session will take a look at how ROI/ROE is engraved in every one of the three levels of performance.

- The overall picture: the three levels of performance
- Your product and services are your processes
- The devil is in the details, so are your profits and ROI



Rafael Rodriguez
Founder
Focused Management, Colombia

14:10 Keynote Address – HP's Best CRM Practice

- HP CRM - Strategic Plan
- HP CRM - Implementation Method
- HP CRM - Case Studies Sharing



Wendy Bi
General Manager, FSI Consulting & Integration
Technology Service Group, China HP

14:50 Afternoon Coffee

15:10 Keynote Address – Developing CRM ROI for a Vertical Industry

- What are the factors that will help determine ROI in a specialized vertical?
- How can you identify the high value customer groups within your industry?
- Why can't you rely on the ROI criteria and benchmarks from one industry to the next?
- What lessons can be learned from other verticals on determining ROI?
- What are some comparative examples of success in vertical industries?



Paul Greenberg
Executive Vice President
The CRM Association, U.S

15:50 Panel Discussion – Global Best CRM Practices



Candice Ng-Chee
Managing Consultant
MetaCore Asia, Singapore



Rosemary King
Founding Partner
Quaero Corp. , U. S



Simon Kriss
CRM & Call Centre Expert
APCCN, Australia



Jacky Fujieda
President
CRM Association Japan

16:30 Cocktail Reception

17:30 The Award Presentation of Best CRM Practice In China 2004

18:30 End of Day One

Best CRM Practice In China Case Study Presentation Session ONE

8:30 Registration

8:50 Chairperson's Opening Remarks

9:00 Best Enterprise Case Study Sharing – Forte Group

Introduction of Forte Group CRM Implementation;
 Characteristics of CRM in Real Estate Industry;
 Problems Faced and How to Resolve;
 ROI on Forte Group CRM Implementation.



Zhang Yanhui
 Customer Service General Manager
 Forte Group

9:40 Best Enterprise Case Study Sharing – Wyeth China

Introduction of Wyeth China CRM Implementation;
 Characteristics of CRM in Pharmaceuticals Industry;
 Problems Faced and How to Resolve;
 ROI on Wyeth China CRM Implementation.



Stephen Yang
 CRM Director
 Wyeth Nutrition China

10:20 Morning Coffee

10:40 Keynote Address – The Best Practice of Contact Center

- Avaya Asia Pacific Market Share Snapshot
- Business Value The Evolution of the Contact Center
- Best Practice #1: The Extended Contact Center (IP Contact Center)
- Best Practice #2: Creating the Customer Moment of Truth (Customer Segmentation)
- Best Practice #3: Optimizing Your Contact Center with Proactive Contact
- Conclusion: How do I get to where I need to be?



George Mao
 Senior Consultant
 Avaya China

11:20 Best Enterprise Case Study Sharing – Shanghai Volkswagen

Introduction of Shanghai Volkswagen CRM Implementation;
 Characteristics of CRM in Automobile Industry;
 Problems Faced and How to Resolve;
 ROI on Shanghai Volkswagen CRM Implementation.



Lane Liu
 CRM Manager
 Shanghai Volkswagen

12:00 Networking Luncheon

13:30 Best Enterprise Case Study Sharing – Air China

Introduction of Air China CRM Implementation;
 Characteristics of CRM in Airline Industry;
 Problems Faced and How to Resolve;
 ROI on Air China CRM Implementation.



Zhang Chunzhi
 Deputy General Manager, Marketing & Sales
 Air China

14:10 Keynote Address – "CRM Done Right"

- Where does it Hurt? - From a corporate point view to see the Routine Aches and Strategic pain point.
- What do we need? - Is it important and urgent? Can we invest somewhere else? Do we need perfect data? What will be a bad idea?
- Calculating the cost of CRM- Give some case studies to explain the methodology to see the ROI of CRM.
- Business before Technology - What we should do versus What it can do; Is CRM an answer? Where do we go from here?



Kevin Jiang
 CRM Business Development Director
 SAP China

14:50 Afternoon Coffee

15:10 Keynote Address – Relationship-Building in the New Economy: How Non-profits Can Boost Your Bottom Line

- Associations as third parties for gathering market intelligence
- Learning from competitors
- Engage customers in new ways
- Increase supplier and market options
- Enhance your triple bottom line



Paul K. Ward
 Vice President of Sponsorship
 The CRM Association, U.S

15:50 Best Enterprise Case Study Sharing – China Securities

Introduction of China Securities CRM Implementation;
 Characteristics of CRM in Securities Industry;
 Problems Faced and How to Resolve;
 ROI on China Securities CRM Implementation.



Richard Zhou
 Senior Manager
 China Securities Co., Ltd

16:30 Best Enterprise Case Study Sharing – DHL

Introduction of DHL CRM Implementation;
 Characteristics of CRM in Logistics Industry;
 Problems Faced and How to Resolve;
 ROI on DHL CRM Implementation.



Amy Wu
 National CS Manager
 DHL-Sinotrans, China

17:10 End of Day Two

**** The TWO sessions will be at the same time, attendants are free to choose either one of them to attend subject to their interest and availability.**

Best CRM Practice In China Case Study Presentation Session TWO

8:30 Registration

8:50 Chairperson's Opening Remarks

9:00 Best Enterprise Case Study Sharing – Ping An Insurance

Introduction of Ping An Insurance CRM Implementation;
 Characteristics of CRM in Insurance Industry;
 Problems Faced and How to Resolve;
 ROI on Ping An Insurance CRM Implementation.



Dobbin Chan
 Call Center General Manager
Ping An Insurance China

9:40 Best Enterprise Case Study Sharing – Sony China

Introduction of Sony China CRM Implementation;
 Characteristics of CRM in Manufacture Industry;
 Problems Faced and How to Resolve;
 ROI on Sony China CRM Implementation.



Tatsuo Muranaka
 Group president
 Customer Communication and Services Group, **Sony China**

10:20 Morning Coffee

10:40 Keynote Address – Which industries enjoy higher ROI on CRM?

- Analyze what industries could implement CRM more effectively
- Analyze what industry could have a better ROI on CRM
- Analyze how industry could achieve a higher ROI on CRM



Alex Wong
 Chairman & CEO
800TeleServices, China

11:20 Best Enterprise Case Study Sharing – Bertelsmann DirectGroup China

Introduction of Bertelsmann CRM Implementation;
 Characteristics of CRM in Servicing Industry;
 Problems Faced and How to Resolve;
 ROI on Bertelsmann CRM Implementation.



Mier Ai
 Chief Operation Officer
Bertelsmann DirectGroup China

12:00 Networking Luncheon

13:30 Best Enterprise Case Study Sharing – Siemens Shanghai Mobile Communications

Introduction of Siemens CRM Implementation;
 Characteristics of CRM in Telecommunication Industry;
 Problems Faced and How to Resolve;
 ROI on Siemens CRM Implementation.



Alfred Fahringer
 Senior Vice President
Siemens Shanghai Mobile Communications, Ltd.

14:10 Keynote Address – Salesforce.com: The New Force for Success

- Benefits of the hosted CRM model
- Driving success through successful customers
- Customer Case Studies



Edmund Ang
 Senior Vice President and General Manager, Asia Pacific
Salesforce.com, U.S

14:50 Afternoon Coffee

15:10 Best Enterprise Case Study Sharing – Manulife-SinoChem Insurance

Introduction of Manulife-SinoChem CRM Implementation;
 Characteristics of CRM in Insurance Industry;
 Problems Faced and How to Resolve;
 ROI on Manulife-SinoChem CRM Implementation.



Edmond Lee
 Assistant GM
Manulife-SinoChem Life Insurance

15:50 Keynote Address – "ROI on Loyalty Programs"

- Update on loyalty programs in China
- Definition of ROI and appropriate metrics
- Case Studies: Shanghai Public Transportation Card, McDonald's, sports retail, and others
- Practical suggestions for improving the ROI of your loyalty program



Henry Winter
 CEO
Groove Street, U.S

16:30 Keynote Address – China Call Centre Industry: The positives and negatives.

- Call centres are growing in China but how big will the industry get
- What is causing all of this growth
- What elements of the industry need to refined
- What do companies need to be aware of before setting up a call centre in China
- What are some of the unique challenges for call centres in China



Simon Kriss
 CRM & Call Centre Expert
APCCN, Australia

17:10 End of Day Two

**** The TWO sessions will be at the same time, attendants are free to choose either one of them to attend subject to their interest and availability.**

The CRM Guru's Workshop **Session ONE**

8:30 Registration

8:50 Chairperson's Opening Remarks

9:00 Candice Ng- Chee's Workshop (9:00~12:00) – The Fundamentals of Customer-focused Marketing

What you will learn:

- The purpose and applications of Customer-focused Marketing
- The concept of 'Learning Relationship' with customers
- What it means to accurately identify your customers
- How to effectively Differentiate and Treat valuable customers
- Different customization options that are available you're your customers
- Work in small groups to apply the concepts

The session will best benefit middle to senior management whose roles and responsibilities are in :

- Business Planning
- Strategic Marketing
- Channel Management
- Touch point Management
- Sales
- Customer Services
- Product and Market Development
- Customer Development & Retention
- Relationship Management
- Value Creation
- Human Resource Training and Development
- Operations and Support
- IT, Analytics, Database Marketing



Candice Ng- Chee
Managing Consultant
MetaCore Asia Singapore

10:30- 11:00 Morning Coffee

12:00 Networking Luncheon

13:30 Paul Greenberg & Bruce Culbert's Workshop (13:30~16:30) – When You Buy the Application, You Buy the Vendor

What you will learn:

You've planned your strategy, got corporate buy-in, won a few small victories and CRM looks like a real benefit to just about your entire company. But then comes the time to choose your CRM application software. You go through a process that vets the applications, get what looks to be a great deal on the software and you move ahead to implement and it just isn't going the way that you expected. The company that sold you the software isn't being cooperative. How come you didn't know this was going to happen?

There was a trick sentence in the above paragraph. "But then comes the time to choose your CRM applications software." If you didn't know that was a trick, you really should attend this forum. If you did, good for you, but you tell me how it was a trick.

The fact is that the fundamental error that company after company makes is that they should be choosing the vendor, not the software. As one of the co-presenters, Paul Greenberg said in his best-seller on CRM, "CRM at the Speed of Light" "when you buy the application, you buy the vendor."

If you don't you're facing a disaster. Ask yourself a few questions. What is the financial condition of the vendors that you are vetting? What kind of corporate culture and politics do they have? Is their corporate culture and yours compatible? Are you aware that the vendor was involved in a scandal – or certain it wasn't? Is the vendor's software supported for the next several lifecycles of software? What are the future feature/function plans for the software? What direction is the company going in and how does it involve you? What do their customer's REALLY say about them, not what their references say?

If you are concerned about the way that you choose vendors and want to find out what to look for, how to look for it, and what to think about, join Paul Greenberg and Bruce Culbert for this 3 hour workshop. Paul is the author of the best-selling CRM at the Speed of Light, a book called the "bible of CRM" now in its 3rd edition and in 8 languages. He will show you how to choose that vendor and some things you can do to get to the real truth of what the vendors promise. Bruce is the former head of BearingPoint's CRM and SCM practice and the former VP of salesforce.com's global services. Bruce will speak from the standpoint of the vendor's perspective and what they do and how they do it when it comes to "choosing clients." A unique three hours not to be missed.



Paul Greenberg
Executive Vice President
The CRM Association, U.S



Bruce Culbert
President
Cultech Executive Consulting U. S

15:00- 15:30 Afternoon Coffee

16:30 End of Day Three

* All Workshops will be conducted in English,
No Simultaneous interpretation.
** The TWO sessions will be at the same time, attendants are free to choose either one of them to attend subject to their interest and availability.

The CRM Guru’s Workshop **Session TWO**

8:30 Registration

8:50 Chairperson’s Opening Remarks

9:00 **Naras Eechambadi’s Workshop (9:00~12:00) –**

Building an Effective Knowledge Driven Marketing Organization

What you will learn:

A Knowledge Driven Marketing (KDM) Organization is a pre-requisite to effective Marketing Performance Management.

KDM requires certain assets such as customer information, analytic skills, test and learn mechanisms, the ability to leverage multiple channels and strong processes that lead to continuous improvement.

This workshop will focus on the primary building blocks that are required to build a Knowledge Driven Marketing organization, such as:

- Customer Information Infrastructure – marketing data marts
- Linking of marketing to financial metrics
- Customer segmentation – alternative approaches
- Analytics – predictive models
- Prioritization and balancing of objectives – acquisition, cross sell, retention
- Reporting and measurement – Marketing Dashboards
- Business case development for budgeting purposes

The workshop will include white papers and case studies from the speaker’s client and consulting experience. It will enable the attendee to get a good grasp of the different elements required to build an effective infrastructure to drive fact based marketing decision making.



Naras Eechambadi
CEO
Quaero Corp. U. S



Rosemary King
Founding Partner
Quaero Corp. U. S

10:30- 11:00 Morning Coffee

12:00 Networking Luncheon

13:30 **Rafael Rodriguez’s Workshop (13:30~16:30) – CRM, BSC, BPM, ABC: What’s the difference?**

What you will learn:

No matter how well designed and innovative is your CRM strategy, to make it work and be successful in the market, management has to master sister disciplines that support your customer and operations management. The workshop will show in some detail, how today’s some of the most relevant managerial practices play a crucial role in the overall management of the company. Through various real life examples and practical guides, you will gain a solid understanding of the most relevant elements a holistic CRM implementation requires. You will learn how to apply concepts such as balanced scorecard, strategy mapping, business process modeling and activity based costing, so you respond quickly to the unforeseen, beat your competitors consistently, attract more of those loyalty-elusive customers, and make a positive impact on your company’s performance immediately.

- BSC, CRM, BPM, ABC: what’s the difference?
- A conceptual framework for real performance
- The three core processes
- Results come from strategy and execution
- Where the action is: Cost Management means profits



Rafael Rodriguez
Founder
Focused Management, Colombia

15:00- 15:30 Afternoon Coffee

16:30 End of Day Three

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Group Registrations with 3 or more delegates are entitled to a 10% Discount.
Register with us today!
Tel: +86 21 6351 2506, Fax: +86 21 6351 2501

China CRM Forum 2005

The Award Presentation of Best CRM Practice In China 2004

March 30 ~ April 1 2005,

Shanghai International Convention Center

Simultaneous interpretation
on 30 & 31,
English medium
on April 1

Venue
Shanghai International Convention Centre
NO.2727 Riverside Avenue Pudong, Shanghai
Tel: +86 21 50370000
Fax: +86 21 50370999
Website: www.shicc.net

Details

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Delegates Fees

2-Day Forum (Mar 30~31) **USD 1000 per person**
1-Day Guru Workshop (April 1) **USD 1000 per person**
2-Day Forum + 1-Day Workshop **USD 1800 per person**

Fee includes lunch, refreshments, conference documentation, and cocktail, etc. **Accommodation is not included.**

Early Bird: Register on or before March 15, 2005, a 10% discount applies.

Group Discount: For 3 or more delegates from the same organization, a 10% discount applies.

Either apply Early Bird or Group Discount, cannot apply both.

Scheme	Fees	Early Bird	Group
2-Day Forum	1000USD*	900USD	900USD
1-Day Workshop	1000USD	900USD	900USD
3-Day Package	1800USD	1620USD	1620USD

* Please tick the appropriate box(es)

Attention

Applications, upon full payment, will be processed on a first-come first-served basis.

In case you cannot join the Forum after registration, you can assign another colleague as a replacement to you, however, **no refund will be made.**

Your registered information will be used by event sponsors for promotion, research purpose besides the communication for this forum. For any uncontrollable factors that cause the cancellation of the whole event, the Organizer will make proper refund.

Method of Payment

Payment should be made within **7** working days after registration confirmation and your place is **ONLY** secured on receipt of your payment. Please fax your receipt to (8621) 6351-2501

Payment can be made in USD or RMB,
Exchange Rate: 1.0 USD=8.3 RMB.

USD Account

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

RMB Account

户名：深圳帝通投资顾问有限公司
帐号：0032100271020
开户行：深圳市商业银行深南支行

Delegates

Group Registrations with 3 or more delegates are entitled to a 10% Discount.

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Job Title :
Email :
Phone :
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4 Easy Ways To Register

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Online Registration: <http://forum.gccrm.com>