



# China CRM Forum 2006

& Award Presentation Dinner of Best CRM Practice Awards 2005



**Theme: Branded Customer Experience**

**GCCRM**  
evaluation. best practices.

Shanghai International Convention Center, March 30~31, 2006

**CRMguru**  
.com

**Simultaneous interpretation (English & Mandarin)**



<http://forum.gccrm.com>

# Welcome to China CRM Forum 2006



Having organized the China CRM Forum for 4 consecutive years, we have real pleasure to see how this international platform is being built and recognized. Every end March we are expecting this Forum as it brings us the greatest experience in meeting international gurus from different domain of expertise, seeing how east and west are learning from each other and eventually making business synergies for all.



This year on March 30-31, let's meet in Shanghai!

**Sampson Lee**  
President  
GCCRM

**Bob Thompson**  
Founder  
CRMGuru.com

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The 4th China CRM Forum

## Theme

**Branded Customer Experience** is essential and critical to many enterprises success nowadays. Our keynote and guest speakers will elaborate this by different angles and applications. 5 keynotes and 12 case study sessions will bring you a whole new experience in this 2-day Forum.

## What Is In It For You

- 5 world - class CRM Experts to speak on the topic in different angles and applications
- 12 case study sessions to listen and learn from local success and implementations
- 6 panel group discussions for maximum interaction with industries experts
- Over 200 management executives to gather and connect for CRM initiatives

## What Are The Speaking Topics

- Branded Customer Experience
- Building Brand Equity through Customer Experience
- Providing an Outstanding Customer Experience with a Real-Time Contact Center
- The Fall of Advertising, The Rise of Experience
- Best CRM Practice Case Studies Sharing in different industry

## Who should attend

- Top Management (CEOs, Presidents, Partners, Directors etc.)
- Functional Unit Heads (GMs / Directors / Managers) of Sales and Marketing
- Customer Relationship Management, Customer Service, Call Center Operations
- Corporate Development and Planning
- IT and other functional units involving in CRM
- Decision - makers who want to understand, introduce and implement CRM to meet their business objectives; CRM experts, third - party consultants and CRM vendors

## Events at a glance

	Case Study Presentation March 30, 2006		Keynote Speech March 31, 2006
Time	Session ONE	Session TWO	Plenary Session
0900	China Europe International Business School	Ping An of China	Sampson Lee
0940	Fujitsu PC China	Fuji Xerox (China)	John Chisholm
1020	Morning Coffee		Morning Coffee
1050	Oracle China	800 TeleServices	Donna Fluss
1130	Q&A	Q&A	Q&A
1200	Networking Luncheon		Networking Luncheon
1330	SmartClub	SAP China	Marco De Veglia
1410	Bertelsmann DirectGroup	Wyeth Nutrition	Jim Sterne
1450	Afternoon Coffee		Q&A
1510	Domino Coding	Shanghai Volkswagen	Afternoon Coffee
1550	Q&A	Q&A	Panel Discussion
1630	End of DAY ONE		End of DAY TWO

## Speakers



**Sampson Lee (China)**  
President, GCCRM



**John Chishlom (US)**  
Chairman & CEO,  
CustomerSat, Inc.



**Marco De Veglia (Italy)**  
Founder, CRM Group



**Donna Fluss (US)**  
Principal, DMG Consulting



**Jim Sterne (US)**  
Founding President  
Web Analytics Association



**David Xue (China)**  
CIO  
CEIBS



**Henrik Lundsgaard (Denmark)**  
Managing Director, Domino



**Mike Hodgson (US)**  
CRM BD Director (AP)  
Oracle China



**Henry Winter (US)**  
CEO, SmartClub



**Mier Ai (China)**  
COO, Bertelsmann



**David Lan (China)**  
CS & Support Director  
Fuji Xerox (China)



**Lane Liu (China)**  
CRM Senior Manager  
Shanghai Volkswagen



**Stephen Yang (China)**  
CRM Director  
Wyeth Nutrition (China)



**Vivian Choi (China)**  
General Manager  
Fujitsu PC China Division



**Susan Wang (China)**  
Senior Manager  
800 TeleServices



**Dobbins Chan (China)**  
Call Center GM  
Ping An of China



**Kevin Jiang (China)**  
CRM BD Director, SAP

**Simultaneous interpretation  
(English & Mandarin)**

## Case Study Presentation Session ONE

Room: 5B-5C, SHICC, Thursday, March 30

0830-0900 Registration

0900-0940 **Case Study Presentation:**  
**China Europe International Business School**  
David Xue, CIO, CEIBS

0940-1020 **Case Study Presentation: Fujitsu PC China Division**  
Vivian Choi, General Manager in Greater China, Fujitsu

1020-1050 Morning Coffee

1050-1130 **Keynote Speech: Enhancing the Customer Experience to Maximize Loyalty and Profitability**  
Mike Hodgson, CRM Business Development Direct (AP)

1130-1200 **Q&A**  
David Xue  
Vivian Choi  
Mike Hodgson

1200-1330 Networking Luncheon

1330-1410 **Keynote Speech: Branding Customer Experience Online vs. Actually Making Money**  
Henry Winter, Chief Executive Officer, SmartClub

1410-1450 **Case Study Presentation: Bertelsmann DirectGroup (China)**  
Mier Ai, Chief Operation Officer, Bertelsmann

1450-1510 Afternoon Coffee

1510-1550 **Case Study Presentation: Domino Coding Ltd.**  
Henrik Lundsgaard, Managing Director, Domino

1550-1630 **Q&A**  
Henry Winter  
Mier Ai  
Henrik Lundsgaard

1630 End of DAY ONE

Two classes are conducted simultaneously, you can choose either one to meet your special needs or interests.



**David Xue** (China)  
CIO, CEIBS

**Case Study Presentation:**  
China Europe International Business School

- Characteristics of CRM in Business School
- Introduction of CEIBS CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experience at CEIBS



**Vivian Choi** (China)  
General Manager, Fujitsu PC China

**Case Study Presentation:**  
Fujitsu Personal Computer China Division

- Characteristics of CRM in Personal Computer
- Introduction of Fujitsu PC CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experience at Fujitsu PC



**Mike Hodgson** (US)  
CRM BD Director in Aisa Pacific,  
Oracle China

**Enhancing the Customer Experience to Maximize Loyalty and Profitability**

- Identify the critical interactions that influence loyalty and customers long term value
- Segment customers by needs and value and determine the sales and service strategy for each segment
- Build an interaction management platform to deliver the right information to the customer facing staff across all the channels



**Henry Winter** (US)  
CEO, SmartClub

**Branding Customer Experience Online vs. Actually Making Money**

- Community & Commerce
- Comparative Advantage
- Branding a "Commodity Experience"
- Keep Your Customers Addicted



**Mier Ai** (China)  
COO, Bertelsmann DirectGroup (China)

**Case Study Presentation:**  
Bertelsmann DirectGroup China

- Characteristics of CRM in Direct Servicing
- Introduction of Bertelsmann CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experiences at Bertelsmann



**Henrik Lundsgaard** (Denmark)  
Managing Director, Domino Coding

**Case Study Presentation:**  
Domino Coding Ltd.

- Characteristics of CRM in Industrial Equipment
- Introduction of Domino CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experience at Domino

**Simultaneous interpretation**  
**(English & Mandarin)**

## Case Study Presentation Session TWO

Room: 5D-5E, SHICC, Thursday, March 30

0830-0900 Registration

0900-0940 **Case Study Presentation:**  
**Ping An Insurance (Group) Company of China, Ltd.**  
Dobbin Chan, Call Center General Manager, Ping An

0940-1020 **Case Study Presentation: Fuji Xerox (China) Ltd.**  
David Lan, Customer Service and Support Director

1020-1050 Morning Coffee

1050-1130 **Keynote Speech: 800 TeleServices**  
Susan Wang, Senior Manager

1130-1200 **Q&A**  
Dobbin Chan  
David Lan  
Susan Wang

1200-1330 Networking Luncheon

1330-1410 **Keynote Speech:**  
**SAP China**

1410-1450 **Case Study Presentation: Wyeth Nutrition (China)**  
Stephen Yang, CRM Director, Wyeth

1450-1510 Afternoon Coffee

1510-1550 **Case Study Presentation:**  
**Shanghai Volkswagen Automotive Co., Ltd.**  
Lane Liu, CRM Senior Manager, SVW

1550-1630 **Q&A**  
Kevin Jiang  
Stephen Yang  
Lane Liu

1630 End of DAY ONE

Two classes are conducted simultaneously, you can choose either one to meet your special needs or interests.



**Dobbin Chan (China)**  
Call Center GM, Ping An of China

Case Study Presentation: Ping An of China

- Characteristics of CRM in Insurance
- Introduction of Ping An of China CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experience at Ping An



**David Lan (China)**  
Customer Service and Support Director  
Fuji Xerox (China)

Case Study Presentation: Fuji Xerox (China) Ltd.

- Characteristics of CRM in Business Equipment
- Introduction of Fuji Xerox CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experience at Fuji Xerox



**Susan Wang (China)**  
Senior Manager, 800 TeleServices

- The development & prospection of the service outsourcing industry
- How an outsourcing vendor adopt CRM/eCRM system to help the client to improve their customer experiences
- Case study - the planning, implementation, execution and reviewing



**Kevin Jiang (China)**  
CRM BD Director, SAP (China)

How to Run a Successful CRM Project in China

- Knowing what you want. (It is not simple, right?)
- CRM Vendor Selection in China (including ASP, software and consulting Vendors, understanding the tradeoff)
- What the difference between CRM & ERP and what should I act differently
- What I need to be cautious, if I'm a Sales Director Or I'm a CIO.
- Other know-how from the trusted advisor



**Stephen Yang (China)**  
CRM Director, Wyeth Nutrition (China)

Case Study Presentation: Wyeth Nutrition (China)

- Characteristics of CRM in Nutrition
- Introduction of Wyeth Nutrition CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experience at Wyeth



**Lane Liu (China)**  
CRM Senior Manager, SVW

Case Study Presentation: Shanghai Volkswagen

- Characteristics of CRM in Automotive
- Introduction of SVW CRM Implementation
- Problem Faced and How to Resolve
- How CRM Enhances Customer Experience at SVW

**Simultaneous interpretation**  
**(English & Mandarin)**

## Keynote Speech

7th Floor, Pearl Room, SHICC, Friday, March 31

0830-0900 Registration

0900-0940 **Branded Customer Experience**  
Sampson Lee, President, GCCRM

0940-1020 **Building Brand Equity through Customer Experience**  
John Chisholm, Chairman & CEO, CustomerSat, Inc.

1020-1050 Morning Coffee

1050-1130 **Providing an Outstanding Customer Experience with a Real - Time Contact Center**  
Donna Fluss, Principal, DMG Consulting

1130-1200 **Q&A**  
Sampson Lee  
John Chisholm  
Donna Fluss

1200-1330 Networking Luncheon

1330-1410 **How to manage Customer Experience with Marketing Robots**  
Marco De Veglia, Founder, CRM Group

1410-1450 **The Fall of Advertising, The Rise of Experience**  
Jim Sterne, Founding President, Web Analytics Association

1450-1510 **Q&A**  
Marco De Veglia  
Jim Sterne

1510-1550 Afternoon Coffee

1550-1630 **Panel Discussion: How To Create Success Branded Customer Experience**  
Ro King  
Sampson Lee  
Candice Ng-Chee  
David Xue (CEIBS)  
Lane Liu (Shanghai Volkswagen)  
Henrik Lundsgaard (Domino)

1630 End of Day TWO



**Award Presentation Dinner of Best CRM Practice Awards 2005**  
Date: Mar 31, 2006 Time: 18:00 - 20:00  
Shanghai International Convention Center

**Simultaneous interpretation (English & Mandarin)**



**Sampson Lee**  
President, GCCRM (China)

### Branded Customer Experience

- Understand the real needs of your target customers
- Convert customer insights into deliverables
- Brand positioning & brand promise
- Map your own multi-channel customer touch-points
- Shaping a unified brand experience
- Alignment of business strategies, customers' needs and enterprise's capabilities



**John Chisholm**  
Chairman, CustomerSat, Inc. (US)

### Building Brand Equity through Customer Experience

- The customer retention and word-of-mouth advocacy that result from positive customer experiences are powerful drivers of brand equity. In this talk, we'll see how to view customer experience as a series of "moments of truth" (key events) such as product evaluation, selection, purchase, installation, service/support, and renewal; identify which events and experiences weigh most heavily in customers' minds; and show how these experiences drive brand identity, awareness, and equity. As case studies, we will consider global brands such as Lexus, and Virgin Airways whose best practices in managing customer experiences have profoundly contributed to brand equity.



**Donna Fluss**  
Principal, DMG Consulting (US)

### Providing an Outstanding Customer Experience with a Real - Time Contact

- A strategy for transforming contact centers into real - time organizations
- Hot trends that are driving contact center evolution
- The technologies, systems, and applications required for real - time contact centers and how best to use them
- How to optimize people, process, and management to achieve a real - time contact center that provides outstanding service
- A blue print for building a world - class contact center



**Marco De Veglia**  
Founder, CRM Group (Italy)

### How to manage Customer Experience with Marketing Robots

- The robots are among us. They aren't the human-like types you can think of, but marketing robots who resemble humans and interact with customers on behalf of their master, that means you, the marketer. Modern marketing is adding marketing automation to the marketer's arsenal of tools: this is the big revolution of CRM. It may be a well written and so intimately personalized letter or email, a perfectly-timed alert on your cellular phone, a surprisingly good advice on a product from your preferred website or a friendly interaction from the customer service operator on the phone: a customer robot is going to manage your branded customer experience today and in the future.



**Jim Sterne**  
Founding President,  
Web Analytics Association (US)

### The Fall of Advertising, The Rise of Experience

- When one advertisement on television would be seen by everybody - When one ad in a newspaper would be read by everybody - When one direct mail letter would reach everybody, branding was a simple matter of spending money. Today, the only reason for an ad is to get people to interact with your company - your brand. On the phone, on the street or on the Internet, how well your company interacts with prospects and customers determines whether they will buy from you or recommend you to others.



## Best CRM Practice Awards 2005

Best CRM Practice Awards is a widely recognized award program since its launch in 2002. The key objective is to enhance the standard of CRM through benchmarking with best practices. The election process takes 6 months in 7 phases with global and local CRM experts acting as Panel Judges for the Awards.



Review Process of Best CRM Practice Awards 2005		
2005	July 25	Open Nomination via online, fax and email
	August 29	Open Nomination closed
	September 1	Online Voting for Mainland China, Greater China and Asia Pacific Awards
	September 30	Online Voting closed
	October 10	Public Announcement on the Finalists of the three territories Awards
	November 21	Submission deadline for all Finalists Case Studies Reports
	November 28	Panel Judge Meeting for Asia Pacific and Greater China Awards Location: Hong Kong
2006	December 9	Panel Judge Meeting for Mainland China Award Location: Shanghai
	January 16	Public Announcement on All Award Winners
	March 31	China CRM Forum 2006 and Award Presentation Dinner of Best CRM Practice Awards

### Award Presentation Dinner Agenda

7th Floor, Pearl Room, SHICC, Friday, March 31

1800-1805	<b>Opening Remarks</b> ● Mr Sampson Lee, President, GCCRM
1805-1835	<b>Speeches from Representatives of Supporting Organizations</b>
1835-1900	<b>HOPE worldwide</b> ● Introduction & Sharing ● Charity Donation from Award-winning enterprises ● Souvenir Presentation to Donors
1900-1910	<b>Panel Judges Comments on BCRMP Winners</b>
1910-1950	<b>Award Presentation Ceremony</b>
1950-2000	<b>Announcement and Award Presentation on the Five Categories Awards</b>
2000-2010	<b>Photo-taking of All Award Winners</b>

### The CRM Evaluation Method

The CRMBodyCheck -- The CRM Evaluation Method developed by GCCRM Global Advisors, is thrilled in providing a full set of measurement metrics based not only on Technology, but also Customer, Strategy, People and Process. In fact, the tool has been used as the evaluation criterion for the Best CRM Practice In China Award since 2002.

#### 18 Measurement Metrics in 5 Elements

The CRMBodyCheck proposes five key elements of success for any customer relationship management. They are Customer, Strategy, People, Process and Technology.



### Award Presentation on the Five Categories

GCCRM Global Advisors and Guru Speakers will contribute their votes on-site (25%), on top of those marked by the Panel Judge Pool (75%) during the Panel Judge Meeting held on December 9, 2005, to conclude the winners of these Five Awards during the Award Presentation Dinner. The five Awards are:

Best Customer    Best Strategy    Best People  
Best Process    Best Technology

### Charity Donation Program of HOPE worldwide

HOPE worldwide has a vision to bring hope and change lives. They are an international charity that change lives by harnessing the compassion and commitment of dedicated staff and volunteers to deliver sustainable, high-impact, community-based services to the poor and needy.

GCCRM and CRMGuru, Organizers of "China CRM Forum 2006" have been sponsoring HOPE worldwide for their China Children Program since 2004. Every year, 5% of the sold ticket revenue of China CRM Forum will be donated to HOPE worldwide, to sponsor the operating of their education programs in China.

## CRM Evaluation Certificate Program

With a pool of CRM gurus and elites gathered in Shanghai, GCCRM Associates is taking this excellent time window to bring you the first ever CRM Evaluation Certificate Program. The Program is delivered by 7 first - class CRM trainers from North America, Europe and Asia Pacific covering five essential elements of any CRM projects-Customer, Strategy, People, Process and Technology.

The course will get you equipped with new knowledge and know-how that can be applied to your business immediately. The certificate is endorsed by GCCRM, BPT Partners, CRMGuru.com, Web Analytics Association, CFIP, Ministry of Information Industry, China.



Date: March 28-29, 2006 (Tuesday & Wednesday)  
Place: Shanghai  
Venue: Shanghai International Convention Center  
Language Medium: English

### Program Description

This 2-day course applies CRM essentials, strategies and evaluation on Marketing Sales and Services, and equips attendant's knowledge to immediately apply to their business. Students are required to attend and pass THREE Core Modules and THREE Elective Modules (either Module A or B), i.e. a total of SIX modules in order to get the program certificate.

### 3 Core Modules

- C1. Customer Value Management
- C2. CRM Vision and Strategy
- C3. Customer Loyalty and Satisfaction

### 3 Elective Module A

- A1. Customer Experience Management
- A2. CRM Communication & Marketing Integration
- A3. Customer Data Management

### 3 Elective Module B

- B1. Technology Selection and Implementation
- B2. Contact Center Strategy
- B3. Web Analytics

### Who Should Attend

This training program is designed for a class of 10-20 attendants:

- Senior Executives, Managers of Marketing, Sales and Service
- Responsible persons for customer relationship management initiatives
- Project Managers, Analysts, Consultants

### What You Will Learn



The learning objectives of The CRM Evaluation Certificate Program are:

- To enable attendants to learn all the essentials of success customer relationship management
- To enable attendants to plan and implement effective customer relationship management strategies
- To enable attendants to evaluate the five key sectors of CRM: [Customer], [Strategy], [People], [Process] and [Technology]

### Trainer



**Sampson Lee**  
President  
GCCRM (China)



**Marco De Veglia**  
Founder  
CRM Group (Italy)



**Ro King**  
Founding Partner  
Quaero Corp. (US)



**Donna Fluss**  
Principal  
DMG Consulting LLC (US)



**Candice Ng-Chee**  
Managing Partner  
MetaCore Asia (Singapore)



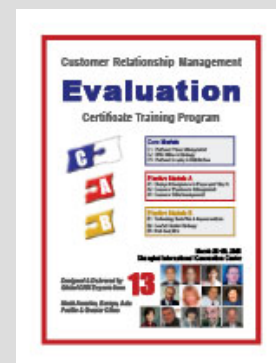
**John Chisholm**  
Chairman and CEO  
CustomerSat, Inc. (US)



**Jim Sterne**  
Founding President  
Web Analytics Association (US)

### For More Details:

- [Contact Us](#)  
**8621-6351-4571**
- [Download Brochure](#)



# Registration Form

## Yes! I will attend China CRM Forum 2006

Events Options	Date	Fee	Group Discount *	Events Package **
CRM Evaluation Certificate Program <sup>1</sup>	March 28-29	<input type="checkbox"/> USD2,000	<input type="checkbox"/> USD1,800	<input type="checkbox"/> <b>USD3,000</b>
China CRM Forum <sup>2</sup>	March 30-31	<input type="checkbox"/> USD1,000	<input type="checkbox"/> USD900	
Award Presentation Dinner <sup>2</sup>	March 31	<input type="checkbox"/> USD500	<input type="checkbox"/> USD450	<b>FREE</b>

### Remarks:

<sup>1</sup> Teaching Medium: English

<sup>2</sup> Simultaneous interpretation (English & Mandarin) on March 30-31

\* 3 or More Delegates from the same organization

\*\* Attend All Events (including 2-day Training & Forum)

### Attendee Details

Name	1.
Job Title	
Company	
Phone	
Email	

### Group Registration

We will register \_\_\_\_\_ seats.

Name	2.
Job Title	
Phone	
Email	
Name	3.
Job Title	
Phone	
Email	

### Who recommends you for this forum >>>

Name	
Email	

### Signature:

*I understand that all handouts and materials obtained in class are strictly for my own educational purposes. GCCRM owns the copyright rights of all events materials and no reproduction is allowed without the written consent of GCCRM*

### 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 for communication of this forum.
- For any uncontrollable factors that cause the cancellation of the whole event, the organizer will make proper refund.

**Tel: 8621-6351-4571 6351-2506 6351-8514**

**Email: [forum@gccrm.com](mailto:forum@gccrm.com) Fax: 8621-6351-2501**

### Method of Payment

- Bank Transfer: USD /HKD Account (USD:HKD=1:7.8)**
- ◇ 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
- Please fax payment receipt to us to ensure your seats:  
**Shanghai Office: 8621-6351-2501**  
**Hongkong Office: 852-3078-1881**
  - Bank Transfer within U.S. can be arranged upon request, please contact us for details.
- Paypal.com**
- If you choose to use paypal.com, we will send you a designated link to process payment after receiving your registration.

### Credit Card

Bank Name:	
Card Type:	<input type="checkbox"/> Visa <input type="checkbox"/> Master <input type="checkbox"/> American Express
Card Number:	
Expiry Date:	
Holder Name:	
Card Holder Signature:	

### Venue Information

#### Shanghai International Convention Center

Add: No. 2727 Riverside Avenue Pudong, Shanghai  
Tel: 8621-5037-0000 Fax: 8621-5037-0999  
Web: www.shicc.net



**Forum - GCCRM**