

CEM PROFESSIONAL  
**CERTIFICATE**  
TRAINING PROGRAM

**Customer Experience Management  
Professional Certificate Training Program**

**Shanghai: Apr 3-4 • San Francisco: May 31-Jun 1 • Singapore: Jul 11-12**

Designed by 14 global experts, endorsed by leading 8 authorities.



# Program Description

The CEM Professional Certificate Program is one of the certificate training series designed and developed by 14 GCCRM International Partners from North America, Europe, Asia Pacific and Greater China. This 2-day course applies CEM essentials, strategies and methodologies on Marketing, Sales & Services, providing a framework with relevant guiding principles and tools for designing the best experience to your customers and equips attendant's knowledge to immediately apply to their business.

## What You Will Learn

The learning objectives of The CEM Professional Certificate Program are:

- ◆ To enable attendants to learn all the essentials of success customer experience management
- ◆ To enable attendants to plan and implement effective customer experience management strategies
- ◆ To enable attendants to apply relevant tools and models in designing their best customer experience for their business

## Who Should Attend

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

- ◆ Department Heads of Marketing, Sales, Services, CRM, Advertising and Branding
- ◆ Department Heads in charge of Customer Experience Management or Brand Promotion
- ◆ Management Staff in Related Functional Units

## How to Get the Certificate



### DAY ONE

- 1.1 Emotions and Loyalty
- 1.2 Voice of the Customer
- 1.3 CEM Strategy



### DAY TWO

- 2.1 Branded CEM
- 2.2 Touch-Point Management
- 2.3 CEM Implementation and Metrics

The certificate will be given to attendees who successfully completed and pass the 2-day training session with the corresponding in-class exercise of six modules and one final assignment.

Certificate endorsed by

GCCRM



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中国信息化推进联盟  
客户关系管理专业委员会  
Ministry of Information Industry, China

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# 1.1 Emotions and Loyalty



## Description

If we know consumers are looking for “feel good” experiences, how can we create and even clone them? When and where at what frequency? ‘Satisfaction’ is no longer a reliable metric. Listen to the voice-of-customer via interviews, surveys, focus groups and observations may help discovering more, but all of these methods are trying to get people’s deep inside feeling (mind) via outside expression. But what if consumers don’t tell their true feelings, or even when they themselves are not so sure about? There is a missing link between from what consumers perceive at various touch-points to their ultimate buying behaviors and brand choices – what goes on inside the mind? How emotions affect brand choice and loyalty inside the Black Box?



Sampson Lee

Trainer

## Learning Objectives

- ◆ To understand why emotions dictate buying behaviors.
- ◆ To figure out how emotions affect brand choice.
- ◆ To learn step-by-step how to ride on emotions to build brand loyalty.

## Content Sequence

<b>Limitations of Focus Groups and Surveys</b>	<ul style="list-style-type: none"> <li>◆ Consumers don't always tell and/or know what we want</li> <li>◆ Introspection destroys people's ability to solve insight problems</li> <li>◆ The Classic and New Pepsi Challenges: Taste vs. Brand</li> <li>◆ Major obstacles and common pitfalls</li> </ul>
<b>How Customers Perceive</b>	<ul style="list-style-type: none"> <li>◆ How we ‘Sense’ – The 5-sense: sight, hearing, smell, taste and touch</li> <li>◆ How we ‘Feel’ – Delta Principle: satisfaction, experience and expectation</li> <li>◆ How we ‘Remember’ – Peak-End Rule: our effective memories</li> <li>◆ Discover the emotions triggers that motivate your customers</li> </ul>
<b>How Emotions Affect Brand Choice</b>	<ul style="list-style-type: none"> <li>◆ Triune Brain – not only the left and the right, but “The Three Brains” of human beings</li> <li>◆ Neuromarketing &amp; fMRI - study of how brain gives rise to the mind</li> <li>◆ The Blackbox - missing link between from what consumers experience to their ultimate brand choice</li> </ul>
<b>How to Ride on Emotions to Build Brand Loyalty</b>	<ul style="list-style-type: none"> <li>◆ What drives you to buy: your emotions vs. your brain</li> <li>◆ Selling to the brain: The DOs and DON'Ts</li> <li>◆ Design structured approach to ride on emotions to build brand loyalty</li> <li>◆ Align customer experiences to optimize brand loyalty</li> </ul>

# 1.2 Voice of the Customer



## Description

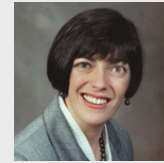
The financial performance of your business is driven in large part by your customers' loyalty and advocacy which in turn are driven by each customer's experience with your business' products and services. Voice of the Customer (VOC) is the systematic gathering and analyzing of customer feedback of all types and the use of that feedback to drive action in your firm.

## Learning Objectives

- ◆ Discover ways to listen to and analyze customer responses gathered across multiple channels.
- ◆ Learn how to design "listening posts" for the voice of the customer at your firm.
- ◆ Explore ways to convert customer information to customer initiatives.

## Content Sequence

<b>Incorporating Relevant Defining VOC</b>	<ul style="list-style-type: none"> <li>◆ What is the Voice of the Customer?</li> <li>◆ VOC and Business Outcomes</li> <li>◆ VOC at Work: Apple vs. Dell Case Study</li> </ul>
<b>Listening to Customers</b>	<ul style="list-style-type: none"> <li>◆ VOC Tools</li> <li>◆ Types of Feedback</li> <li>◆ Designing Effective Surveys</li> </ul>
<b>Analyzing VOC Results</b>	<ul style="list-style-type: none"> <li>◆ Storing VOC for future use</li> <li>◆ Understanding your Customers</li> <li>◆ Communicating VOC Results</li> </ul>
<b>Employing appropriate Tool Driving to Actions</b>	<ul style="list-style-type: none"> <li>◆ VOC Effect on Individual Customers</li> <li>◆ VOC Effect on Processes and Systems</li> <li>◆ Enterprise-wide VOC Effects</li> </ul>
<b>Applying Lessons</b>	<ul style="list-style-type: none"> <li>◆ Applying VOC principles</li> <li>◆ Developing an action plan</li> <li>◆ Conclusions and links to rest of workshop a EM Strategy</li> </ul>



**Ro King**  
Shanghai Session



**John Chisholm**  
San Francisco Session



**Jim Sterne**  
Singapore Session

Trainers

# 1.3 CEM Strategy



## Description

Fundamental to the deployment of success of CEM are the strategic choices that your organisation makes. This module explores how the nature of competition has changed and how organisations seek to differentiate from competitors. This module will draw on Shaun's book 'Managing The Customer Experience-turning customers into advocates'.

## Learning Objectives

- ◆ Understand how markets and the nature of competition changes over time.
- ◆ Understand the ways in which CEM is different from customer service or CRM.
- ◆ Use VOC as a foundation for creating a Branded Customer Experience.



Shaun Smith  
Shanghai Session



Paul Ward  
San Francisco Session



Candice Ng-Chee  
Singapore Session

Trainers

## Content Sequence

<b>Incorporating Relevant The Experience Economy</b>	<ul style="list-style-type: none"> <li>◆ The shift from products to services to experiences</li> <li>◆ Creating share of mind rather than share of market</li> <li>◆ Why customer satisfaction is no longer enough</li> </ul>
<b>Differentiate to win</b>	<ul style="list-style-type: none"> <li>◆ How is CEM different from CRM and customer service?</li> <li>◆ The importance of advocacy</li> <li>◆ HSBC case study</li> </ul>
<b>Customer Experience Strategy</b>	<ul style="list-style-type: none"> <li>◆ Positioning the brand</li> <li>◆ Value disciplines</li> <li>◆ Airline case study, Singapore Airlines, Southwest and Virgin</li> </ul>
<b>Employing appropriate Tool Strategy Mapping &amp; Technology</b>	<ul style="list-style-type: none"> <li>◆ Creating the strategic linkage model</li> <li>◆ Identifying how people, processes and products need to support the promise</li> <li>◆ The 'Fundamental Five' principles of CEM implementation</li> </ul>
<b>Application Exercise</b>	<ul style="list-style-type: none"> <li>◆ Applying the principles to a case study</li> <li>◆ The need to have an integrated measurement system</li> <li>◆ Conclusions and links to rest of workshop</li> </ul>

# 2.1 Branded CEM



## Description

The challenge of customer experience nowadays is that good experience is not enough, you need differentiated (branded) experience. Only when you've branded can you differentiate. Only when you've differentiated can you have loyalty. CEM is not effective unless it is branded.

Experience-based differentiation allows you to control the definition of good experience or service and direct the expectations of your target customers. You define your own standards. You create your own blue ocean with unique branded customer experiences. You escape from the red ocean of trying to please your customers with standards set and manipulated by others.



Sampson Lee

Trainer

## Learning Objectives

- ◆ To understand branded, non-branded and un-branded customer experiences.
- ◆ To figure out the core elements of branded customer experience.
- ◆ To have a step-by-step roadmap on how to create and deliver branded customer experience.

## Content Sequence

<b>Branded CEM Basics</b>	<ul style="list-style-type: none"> <li>◆ Derive the 'CEM Process Map'</li> <li>◆ Plot the 'Emotion Curve'</li> <li>◆ Map the 'Multi-channel Customer Touch-Points'</li> <li>◆ Create your own map</li> </ul>
<b>Branded CEM Method</b>	<ul style="list-style-type: none"> <li>◆ Confirm perceived brand values &amp; image</li> <li>◆ Understand current experience &amp; expectation, identify critical experiences</li> <li>◆ Gap analysis on desired and actual critical experiences, requirements mapping</li> </ul>
<b>Branded CEM Optimization</b>	<ul style="list-style-type: none"> <li>◆ Most unique brand values: why customers buy from you, but not your competitors</li> <li>◆ Most critical customer needs: what are their most serious pains</li> <li>◆ Most effective memories: what they can remember, after all</li> <li>◆ How to integrate all to formulate your branded CEM</li> </ul>
<b>Branded CEM Delivery</b>	<ul style="list-style-type: none"> <li>◆ The impacts of branded, non-branded, un-branded customer experience</li> <li>◆ Delivering branded CEM: The DOs and DON'Ts</li> <li>◆ Design structured approach to deliver branded CEM</li> <li>◆ Align branded CEM into customer strategy</li> </ul>

# 2.2 Touch-Point Management



## Description

Customer Experiences take place across the many points where your business and your customers "touch". Unless your business effectively manages the growing number of touch-points, increasing costs, plummeting profits and unhappy customers will result.

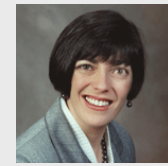
## Learning Objectives

The module will enable participants to:

- ◆ Identify and rate the importance of the touch-points in their business.
- ◆ Understand the issues that arise when managing multiple touch-points.
- ◆ Develop a basic action plan for managing key touch-point issues in their business.

## Content Sequence

<b>What is a Touch-point?</b>	<ul style="list-style-type: none"> <li>◆ Moments of Truth in the Modern Age</li> <li>◆ Touch-points from the Customer Point of View</li> <li>◆ Rapid Fire Exercise: Count your Touch-points!</li> </ul>
<b>Touch-point Evolution</b>	<ul style="list-style-type: none"> <li>◆ Transactional Strategies</li> <li>◆ Relationship Strategies</li> <li>◆ Experience Strategies</li> </ul>
<b>Managing Touch-points</b>	<ul style="list-style-type: none"> <li>◆ Linkages between them</li> <li>◆ Branding and Cross-channel Consistency</li> <li>◆ Racing Around the Information Track</li> <li>◆ Moving Customers to Cost Effective Channels</li> </ul>
<b>Lessons Learned</b>	<ul style="list-style-type: none"> <li>◆ Touch-point Proliferation and Profitability</li> <li>◆ Managing for Efficiency versus Effectiveness</li> <li>◆ Customer Segments and Touch-points</li> </ul>
<b>Lessons Applied</b>	<ul style="list-style-type: none"> <li>◆ Rating your Touch-points</li> <li>◆ Identifying Issues</li> <li>◆ Creating an Action Plan for Your Business</li> </ul>



Ro King  
Shanghai Session



Paul Ward  
San Francisco Session



Candice Ng-Chee  
Singapore Session

Trainers

## 2.3 CEM Implementation & Metrics



### Description

This module will focus on how you measure customer experience within your organization and how this can be integrated with other operational KPI's to create a complete dashboard for ensuring your organization stays ahead of changing customer needs. This module will share the findings from Shaun's CEM+ survey.

### Learning Objectives

The module will enable participants to:

- ◆ Create a CEM scorecard so that all your key measures are dynamically linked.
- ◆ Determine the ROI of Customer Experience Management to justify expenditure to senior management.
- ◆ Measure the customer experience on an on-going basis to ensure you stay ahead of changing customer needs.

### Content Sequence

<b>Customer Experience Measurement</b>	<ul style="list-style-type: none"> <li>◆ Best practice in customer experience measurement</li> <li>◆ What are the key indices that matter?</li> <li>◆ When to segment and when not to</li> </ul>
<b>Customer Experience Scorecards</b>	<ul style="list-style-type: none"> <li>◆ Turning your strategic linkage model into a scorecard</li> <li>◆ How to define and refine scorecards</li> <li>◆ How to deploy them</li> </ul>
<b>Making the business case</b>	<ul style="list-style-type: none"> <li>◆ Linkages between them</li> <li>◆ How to calculate the ROI of a CEM initiative</li> <li>◆ Using the 'Power of One'</li> <li>◆ Aligning employee rewards with CEM measures</li> </ul>
<b>Staying ahead of the market</b>	<ul style="list-style-type: none"> <li>◆ How to track the customer experience over-time</li> <li>◆ Using value driver analysis to avoid annoying your customers</li> <li>◆ Group exercise to apply the principles to a case study</li> </ul>
<b>Conclusions</b>	<ul style="list-style-type: none"> <li>◆ Ten ways to avoid screwing up your customer experience</li> <li>◆ Question and answer forum</li> <li>◆ The role of leadership</li> </ul>



Shaun Smith  
Shanghai Session



John Chisholm  
San Francisco Session



Jim Sterne  
Singapore Session

Trainers

# Agenda - Apr 3-4, 2007



Day 1			Day 2		
09:00-10:00	<b>Emotions &amp; Loyalty</b> Trainer: Sampson Lee		09:00-10:00	<b>Branded CEM</b> Trainer: Sampson Lee	
10:00-10:15	Morning Coffee		10:00-10:15	Morning Coffee	
10:15-11:15	<b>Emotions &amp; Loyalty</b> Trainer: Sampson Lee		10:15-11:15	<b>Branded CEM</b> Trainer: Sampson Lee	
11:15-11:30	Morning Coffee		11:15-11:30	Morning Coffee	
11:30-12:30	<b>Voice of the Customer</b> Trainer: Ro King		11:30-12:30	<b>Touch-Point Management</b> Trainer: Ro King	
12:30-13:30	Luncheon		12:30-13:30	Luncheon	
13:30-14:30	<b>Voice of the Customer</b> Trainer: Ro King		13:30-14:30	<b>Touch-Point Management</b> Trainer: Ro King	
14:30-14:45	Afternoon Coffee		14:30-14:45	Afternoon Coffee	
14:45-15:45	<b>CEM Strategy</b> Trainer: Shaun Smith		14:45-15:45	<b>CEM Implementation &amp; Metrics</b> Trainer: Shaun Smith	
15:45-16:00	Afternoon Coffee		15:45-16:00	Afternoon Coffee	
16:00-17:00	<b>CEM Strategy</b> Trainer: Shaun Smith		16:00-17:00	<b>CEM Implementation &amp; Metrics</b> Trainer: Shaun Smith	

# Agenda - May 31-June 01, 2007



Day 1			Day 2		
09:00-10:00	<b>Emotions &amp; Loyalty</b> Trainer: Sampson Lee		09:00-10:00	<b>Branded CEM</b> Trainer: Sampson Lee	
10:00-10:15	Morning Coffee		10:00-10:15	Morning Coffee	
10:15-11:15	<b>Emotions &amp; Loyalty</b> Trainer: Sampson Lee		10:15-11:15	<b>Branded CEM</b> Trainer: Sampson Lee	
11:15-11:30	Morning Coffee		11:15-11:30	Morning Coffee	
11:30-12:30	<b>Voice of the Customer</b> Trainer: John Chisholm		11:30-12:30	<b>Touch-Point Management</b> Trainer: Paul Ward	
12:30-13:30	Luncheon		12:30-13:30	Luncheon	
13:30-14:30	<b>Voice of the Customer</b> Trainer: John Chisholm		13:30-14:30	<b>Touch-Point Management</b> Trainer: Paul Ward	
14:30-14:45	Afternoon Coffee		14:30-14:45	Afternoon Coffee	
14:45-15:45	<b>CEM Strategy</b> Trainer: Paul Ward		14:45-15:45	<b>CEM Implementation &amp; Metrics</b> Trainer: John Chisholm	
15:45-16:00	Afternoon Coffee		15:45-16:00	Afternoon Coffee	
16:00-17:00	<b>CEM Strategy</b> Trainer: Paul Ward		16:00-17:00	<b>CEM Implementation &amp; Metrics</b> Trainer: John Chisholm	

# Agenda - Jul 11-12, 2007



Day 1			Day 2		
09:00-10:00	<b>Emotions &amp; Loyalty</b> Trainer: Sampson Lee		09:00-10:00	<b>Branded CEM</b> Trainer: Sampson Lee	
10:00-10:15	Morning Coffee		10:00-10:15	Morning Coffee	
10:15-11:15	<b>Emotions &amp; Loyalty</b> Trainer: Sampson Lee		10:15-11:15	<b>Branded CEM</b> Trainer: Sampson Lee	
11:15-11:30	Morning Coffee		11:15-11:30	Morning Coffee	
11:30-12:30	<b>Voice of the Customer</b> Trainer: Jim Sterne		11:30-12:30	<b>Touch-Point Management</b> Trainer: Candice Ng-Chee	
12:30-13:30	Luncheon		12:30-13:30	Luncheon	
13:30-14:30	<b>Voice of the Customer</b> Trainer: Jim Sterne		13:30-14:30	<b>Touch-Point Management</b> Trainer: Candice Ng-Chee	
14:30-14:45	Afternoon Coffee		14:30-14:45	Afternoon Coffee	
14:45-15:45	<b>CEM Strategy</b> Trainer: Candice Ng-Chee		14:45-15:45	<b>CEM Implementation &amp; Metrics</b> Trainer: Jim Sterne	
15:45-16:00	Afternoon Coffee		15:45-16:00	Afternoon Coffee	
16:00-17:00	<b>CEM Strategy</b> Trainer: Candice Ng-Chee		16:00-17:00	<b>CEM Implementation &amp; Metrics</b> Trainer: Jim Sterne	

# About Endorsers and Partners

**GCCRM**

ROADMAP CRM BEST PRACTICE through the collaboration of global intelligence on evaluation and benchmarking.

GCCRM is an independent CRM evaluation organization founded in 2001. Through evaluation, enhancement and benchmark with best practices, GCCRM helps to roadmap organizations' CRM - where they are, where to go and how to get there. GCCRM preaches the belief of "CRM Success Beyond Software" via awards, methodology, research & portal.



BPT Partners is a leading provider of CRM training, education and research. With offices in Atlanta, Dallas and Washington, D.C., and partnerships that span the globe, BPT Partners can provide full-service CRM training from executive education on CRM strategy to "Best Practices" training in the areas of sales, marketing and customer support. BPT Partners provides CRM training in both the cutting edge and the classic strategies and processes that made CRM one of the most successful business approaches in decades.

**CRMguru.com**

Founded in January 2000 by Bob Thompson, CRMGuru.com has grown rapidly to become the world's largest CRM community. Its mission is to help marketing, sales and service executives succeed with Customer Relationship Management (CRM), through high-quality and unbiased articles, discussions, newsletters and online events; interactions with CRMGuru panelists; insightful industry benchmark reports; and an annual thought-leader Summit .



"The Web Analytics Association unites and fosters the interests of industry practitioners, vendors, consultants and educators who use, sell, install, implement, consult, teach or train in the field of web analytics. Our members enjoy several benefits, and several types of membership options. Academics, Professionals, and several types of Corporate Memberships, we invite everyone who has a vested interest in the field of web analytics to participate!"



Callcentres.net Pty Ltd is a research, news and online publishing company dedicated to the Asia Pacific and Australian contact centre industries. Established in 1999 and based in Singapore and Sydney, she is recognized as the leading regional provider of research and information to the Asia Pacific contact centre industry. Callcentres.net is pre-eminent in call centre research throughout Asia Pacific having produced over 60 industry reports. She produces the most widely read weekly contact centre newsletters in the region. The newsletter, contact news, has over 5,500 subscribers, and the contact news Asia newsletter is read by thousands of subscribers in the region.



Call Center Industry Association (CCIA) is a not for profit organization that is run by industry professionals on a voluntary basis. The main objectives of the organization is to promote and give recognition to the Call Center industry in Thailand; to actively promote continuous professional development of contact centre professionals; to provide professional standards and skills recognition, to provide research and benchmarking data and to provide a forum for knowledge sharing and networking across the industry. It is a forum - CCIA for members with access to formal and informal education including Call Center skills recognition, and promotes communication between call center product and service vendors.



AARM is a worldwide network of business associates and executives who are deeply involved in CRM, BPM, and related subject areas. Since mid nineties this North American network has flourished internationally and our network members and participants have experienced valuable knowledge-transfer, especially our P.CRM recognized certification program.



Founded in 1996, WebEx has grown into the global leader in on-demand applications for collaborative business on the web, with 64% market share. More than 3.5 million people use WebEx every month to communicate and collaborate online. Our 28,000 customers understand why we are the proven technology leader, with first-class global support.

# GCCRM International Partners

## Sampson Lee (Greater China)



Sampson founded GCCRM in 2001 and co-founded The 3C Method (China Customer Care) in 2002. He also developed The CEM Method applying revolutionary concepts like Peak-End Rule and Emotions Curve into CEM applications. Sampson provides training and consulting to first tier multi-national companies and leading conglomerates in Greater China and Asia Pacific regions. A sought-after speaker and trainer, Sampson speaks on the topics of CRM/CVM/CEM in numerous forums and conferences. He is also the visiting Lecturer of The University of Hong Kong on CRM Module since 2004. Sampson got 15 years commercial and management experience in major industries including telecom, FMCG, retailing and IT.

## Paul Greenberg (US)



In addition to being the author of the best-selling CRM at the Speed of Light: Essential Customer Strategies for the 21st Century, Paul Greenberg is President of The 56 Group, LLC, an enterprise applications consulting services firm, focused on CRM strategic services and Chief Customer Officer of BPT Partners, LLC, the U.S.'s leading CRM training organization. He is considered one of CRM's leading authorities on strategy, and is the co-chairman of the newly created CRM Research Center at Rutgers University and is the Executive Vice and President of the CRM Association, U.S.

## Jennifer Kirkby (UK)



She is an independent analyst and practitioner in "state of the art" marketing and customer management practices. She is a professional presenter, post graduate lecturer and author, described by peers as one of the leading independent CRM consultants and writers in EMEA. Currently Director of White Waves Ltd, she was formerly CRM Research Director for Gartner, where she was a primary architect of the Classic Gartner Model - The Eight Building Blocks of CRM. She has advised many Fortune 500 companies across Europe and Asia on how to improve their customer management over the last 5 years.

## Donna Fluss (US)



Donna is the Principal of DMG Consulting LLC, specializing in customer-focused business strategy, operations and technology for Global 2000 and emerging companies such as PeopleSoft, Nortel Networks, RealNetworks. With more than 20 years experience in CRM and contact centers, Ms. Fluss is a recognized leader and visionary in all areas of CRM and a highly sought after writer and speaker. Ms. Fluss was a Vice President and Research Director in the CRM practice area at Gartner, where she consulted with more than 3000 clients and published more than 125 research reports. Ms. Fluss also held senior management positions at Chase Manhattan Bank.

## Paul Ward (US)



Paul Ward's role as strategy advisor to corporate and non-profit executives brings his business management and Web services consulting to clients internationally and across the United States. He is currently developing business and serving clients in Russia, China, France, the UK and Malaysia, as well as in the United States and Mexico. As author of key strategic methodologies that link operations, finance and marketing, he takes seriously the pursuit of best practices backed up by experience and research. Paul lectures and writes regular columns on branding, marketing and strategy, with recent articles appearing on global marketing and financial strategies for globalizing companies. He is a recognized authority on Customer Relationship Management (CRM) and Perceived Customer Value (PCV) and is doing research on the intersection between Customer Experience Management (CEM) and branding.

## John Chisholm (US)



John is Chairman & CEO of CustomerSat, the leading provider of real-time systems for measuring and automating actions based on customer satisfaction and loyalty. Prior to founding CustomerSat in 1997, he founded and served as CEO of Decisive Technology, formerly the leading provider of desktop software for conducting online surveys acquired by MessageMedia. He has nearly three decades of experience in general management, marketing/research and strategy, including positions at Hewlett Packard, Xerox, Pyramid Technology, and Grid Systems. He holds a US patent in Internet polling technology; bachelors and masters degrees in electrical engineering and computer science from MIT; and an MBA from Harvard Business School.

## Shaun Smith (UK)



Shaun Smith is widely regarded as one of the top business speakers and experts on customer experience and brand leadership. Over the last few years, he has been a key catalyst in expanding management focus from the tactical issues of customer service to the much wider and strategic issue of customer experience. He has developed some of the latest thinking and practice around this subject, focusing in particular on how organizations can achieve brand differentiation and long-term customer loyalty through the customer experience.

# GCCRM International Partners

## Jim Sterne (US)



Jim Sterne has spent more than 20 years selling and marketing technical products and produced the world's first "Marketing on the Internet" seminar series in 1994 and has since devoted all of his attention to the Internet as a marketing medium. Today, Sterne is an internationally known speaker on electronic marketing and customer interaction and a consultant to Fortune 500 companies and Internet entrepreneurs. Sterne focuses his twenty years in sales and marketing on measuring the value of a Web site as a medium for creating and strengthening customer relationships.

## Rafael Rodriguez (Colombia)



Rafael is a business and a technology executive with extensive experience in leading people, project teams and businesses. He began his consulting career after 25 years of work in the Media, Telecommunications, Commercial, International and Public sectors where he held important managerial and technical positions. Rafael combines his management expertise with a deep knowledge and understanding of technology derived from his leadership roles in implementing SAP, JD Edwards, Oracle Financials, Sales Logix and many other solutions.

## Mei Lin Fung (US)



Mei Lin Fung was an early pioneer in the CRM space, and was the business analyst for the first integrated sales and marketing application, envisioned by Tom Siebel at Oracle in 1988. Mei Lin spent 5 years at Intel, primarily as a customer marketing engineer in the US Distribution Sales Channel. The combination of Intel and Oracle has given her an insider's view of the supply chain through to demand chain connection in the technology industry. She was Managing Director at Wainscott Venture Partners, an IT-focused venture capital company with offices in Washington DC, New York, and the Silicon Valley, until 2001. Mei Lin advocates the discipline of Customer Lifetime Value analysis to achieve successful CRM investments and sustainable business models.

## Candice Ng-Chee (Singapore)



A Consultant and Marketer by profession, Candice founded MetaCore Asia with a team of like-minded professionals dedicated to building best-in-class customer-based marketing strategies for companies in Asia. She has had intensive hands-on experience in the conceptualization, integration and management of Database, Direct Marketing, Integrated Marketing Communications, Loyalty Marketing, Internet Marketing, Customer Relationship Marketing/Management, and One-to-One Marketing initiatives. She has been instrumental in creating customer value for many MNCs and Fortune 500 companies in the FSI, Healthcare, Retail, Hospitality, Services and Automobile verticals.

## Marco De Veglia (Italy)



Marco has worked in marketing communications since 1990, both inside international advertising agencies and as a consultant on the integration of traditional and digital marketing. In 2001 he founded the CRM Group, group of affiliate professionals offering CRM consulting and services to Italian companies.

## Ro King (US)



Brings to client engagements more than 15 years of experience in the areas of direct marketing, customer contact management, and strategic planning. Ro guides Fortune 500 and Internet 100 firms in building databases of customer information, analyzing data to better understand and anticipate customer behavior, and implementing the tools and processes to conduct marketing campaigns that integrate direct mail, call center, e-commerce, and direct sales channels. Ro's clients include foremost firms in financial services, hospitality, retail, and pharmaceuticals where her most recent work focuses on customer data strategy, direct marketing process redesign, and e-marketing and direct mail project planning with ROI justification.

## Simon Daisley (UK)



Simon Daisley is co-founder and Managing Director of Profusion International, a business development company that specializes in giving people more to celebrate. In the private sector Profusion helps to build customer loyalty, brand gravity, employee satisfaction and shareholder value. In the public sector, it applies this same experience to increase organizational efficiency and service quality. Profusion has worked with organizations such as BT, Ferrari, Royal Bank of Scotland, Dagenham's, ANZ Bank and a number of leading public sector agencies including the UK's fastest improving local authority!

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