

EXECUTIVE MASTERCLASS IN CUSTOMER EXPERIENCE MANAGEMENT

19th – 20th April 2017, Hotel Vistana

Workshop Description

Customer Experience Management (CEM) has deep ramifications for organizations both laterally and vertically. The era of socially connected customers is here and now more than ever, organizations are compelled to establish a sturdy CEM Framework to enable intimate customer engagement in all areas of the business and as a key competitive differentiator.

This Masterclass seeks to ensure every part of the organization is customer centric- Systems, Process, Environment and People, in order for the businesses to reap benefits on their bottom line.

Who Should Attend?

- Business Owners
- Senior Management
- Customer Service Managers

Certification by:

**PORTMAN
COLLEGE**
THE BUSINESS EDUCATION SPECIALIST



Certificate is awarded by Western Kentucky University (USA)

Certification awarded is dependent on the following;

Class Attendance: 100%

Assignment: Pre-Work

All participants are expected to complete a pre-workshop questionnaire prior to attending the programs

Post-Work Assignment

There will be an assignment that is related to the participant respective company that needs to be handed in 10 working days after the workshop. The Assignment must be completed for the WKU Certificate to be awarded

Workshop Objectives

- Understand the customer experience scope within an organization
- Apply guidelines to ensure effective customer experience strategy and management
- Know how to design the branded customer experience based on customer insights
- Understand how to measure the customer experience and how it affects every aspect of the organization
- Align the whole organisation to deliver a seamless customer experience
- Learn the ways to make customer experience a sustainable focus in the organisation experience

Training Methodology

- Based primarily around lectures, the course will include a number of case studies which will be undertaken in team format
- Discussion groups on certain topics to provide practical application of concepts to the attendees own organization
- Numerous practical activities and exercises are incorporated into the program
- Expect continuous Real Time Feedback from Facilitator

For more information and details:-

TEL: +603 - 8941 3733 EMAIL: enquiry@portman.edu.my

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DAY 1 –Framework Alignment & The Customers Experience

Introduction

- The evolution of Customer Experience
- Differences between Customer Experience, Customer Relationship Management (CRM and Customer Service
- Customer Experience Roles – Senior Management, Marketing, Human Resources, Operations, Sales, Research & Development, IT.

Sector 1: Framework Alignment

- Customer Experience Lifecycle Assessment – Mapping the Customer Experience Lifecycle over all channels of interaction with customers
- Customer Intimacy – Understand customer needs, perceived value and emotional value
- Aligning Operations – Assessing customer centric processes and SLAs (Intra, Inter and External)
- Exercise on CE Organization Mapping: Derive a organizational CE canvass template for tactical usage.

Sector 2: The Customer Experience

- The CE Interaction Cycle - Pre-sales, beginning, after sales, continuous relationship.
- Designing the CE Interaction Cycle channels – individual and multi-channel

DAY 2- The Framework Implementation

Sector 2: Customer Experience continued

- Interaction channels breakdown
 - ✓ Point of sales
 - ✓ Products
 - ✓ Facilities
 - ✓ Contact Center
 - ✓ Customer service
 - ✓ Service center
 - ✓ Business partners
 - ✓ Social media
 - ✓ Branding
 - ✓ Advertising
 - ✓ Website/ blog
- Channel CE performance enablers
 - ✓ KPIs
 - ✓ Feedback actions
 - ✓ Business decision support

Sector 3: Customer Insights Initiatives

- Feedback mechanisms – Customer satisfaction surveys, benchmarking, Net Promoter Score (NPS)
- Feedback collection interval strategy
- Integrating Voice of Customer (VOC)
- Implementation steps for success and sustainability
- Development of individual Customer Experience Management Framework and implementation strategy

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Program Facilitator – KEN NG

Ken serves as Principal Consultant and Chief Master Trainer for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professionals Association of America and Certified Master Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers.



With more than 20 years of both strategic and operational service, sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, sales, marketing, contact centers and the Customer Experience in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry with particular focus of integration of these components into Customer Experience through summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Association of Customer Experience Industry in Malaysia – ACE (formerly known as CCAM) as one of the notable judges in the highly recognized ACE Annual Awards in the individual and operations categories since 2005.

Ken's expansive knowledge and experience in Customer Experience has led to consulting and performance enhancement engagements regionally with Multi-national Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of Customer Experience Management - Contact Centre, Sales, Marketing, Strategic Sales and Service, turnkey Contact Centre projects, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Ken first became involved with Customer Service and customer interaction in the mid-80's while he was still in America. Since then, he has evolved with the Service Delivery field in maturing to the Customer Experience of today. He has held a variety of leadership, management and operational roles in service, sales, marketing and collections for major service and sales operations. Ken has also held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line - Asia Pacific, Contact Centre and Marketing Consultant for Microsoft Malaysia to Sales and Marketing Strategist for the Kirby Company, USA and many more.

For more information and details:-

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REGISTRATION FORM

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Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized
Signature: _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received 14 days prior to the event to guarantee the seat.
3. Payment is non-refundable if cancellation occurs 14 days prior to event commencement. However a substitute is welcome at no additional charges
4. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
5. the organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
6. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

REGISTRATION FORM

**Workshop Investment – RM 4,800
per participant
(NOT Inclusive of 6% GST)**

This training is **PSMB claimable
subject to PSMB approval

To register, complete this form:

1. Email form back to sender's email address/
gym_chan@portman.edu.my
2. Fax this form to +603-8945 3892

Bank Draft:

Payable to **PORTMAN COLLEGE SDN BHD** and courier to:
23, Jalan Dagang SB 4/1, Taman Sungai Besi Indah, 43300
Seri Kembangan, Selangor.

By Direct Transfer:

Account Name: **PORTMAN COLLEGE SDN BHD**
Bank : CIMB Bank Berhad
Acc No :8003181780

All bank charges to be borne by payer.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: