



Following our sold out program in February 2011
we're excited to announce our next

November 2011

Customer Experience Management Certification Program



Seeking new and innovative ways to differentiate your products and services from your competition? Learn how to implement Customer Experience Management (CEM) strategies within your organization to help build lasting relationships with your customers and strategically transform your customer experiences to maximize revenue and profit.

Our intensive and interactive program will provide you with the complete CEM methodology and the tools needed to make an immediate impact within your organization. As an attendee, you will receive over 200 templates, diagrams, charts, slides and case studies to give you a clear understanding of how to build and deploy CEM strategies and create internal buy-in with your colleagues. Our program is filled with challenging and interactive real-life group exercises that demonstrate how to apply the knowledge you obtain within your organization.

What you will learn:

- Advanced procedures to successfully build and implement CEM strategies
- Innovative design strategies to transform your product-centric organization into a customer-centric one
- How CEM can help you identify and penetrate new growth opportunities while simultaneously improving customer retention and loyalty
- How to engage employees and build organizational buy-in for your CEM strategy
- How to drive your organization's growth and success through customer experience management

ENDORSED BY:



"This course should be required for every individual and senior-level executive who believes their organization comes anywhere close to being customer-centric. Everything I learned as a result of attending this course will find its way into my current and future roles within the world of customer experience management and organizational dynamics"

- Karl E. Sharicz, EdM, Manager, Customer Loyalty
SimplexGrinnel, LP

THREE WAYS TO REGISTER

WEB www.CEMcertification.com
EMAIL education@Strativity.com
PHONE +1 (201) 843-1315 ext 1000

CEM Certification Program
November 7-9, 2011

The Hyatt Regency Jersey City
Jersey City, New Jersey



... 15 minutes from midtown New York City



"(The) CEM certification programme was worth the 18 hour flight from South Africa to the US. I have been battling to put together a Customer Experience strategy and the strategic framework has simplified the process."

—Tiisetso Ponoane-Maebela, Manager Customer Experience, Card Business Services
Standard Bank

Select Certification Program Topics

Customer Experience Management

- CEM Definition & Principles
- CEM Strategy Overview
- CEM Benefits
- CRM and CEM

Understanding the Complete Experience

- Organizational Touch Points
- Touch Point mapping and prioritization
- Defining the complete experience – physical and emotional
- Capturing and assessing the complete experience
- Customer Expectation Management – The Customer Perspective
- Customer perspective vs. internal employee perspective

Employee Engagement

- Impact performance vs. functional performance
- Employee tools and information
- Nurturing a culture of excellence

Launching the Customer Experience Strategy

- Strategy development guidelines
- Silos and cross-functional cooperation
- Executive sponsorship and involvement
- Selecting and prioritizing actions

Voice of the Customer – Customer Feedback and Surveys

- Top 10 mistakes of customer surveys
- Guidelines for effective customer dialogue
- Customer dialogue management
- Voice of customer workflow

Successful Experience Management Tools for Success

- Complete customer view
- Business analytics
- Quality management
- Enterprise feedback management

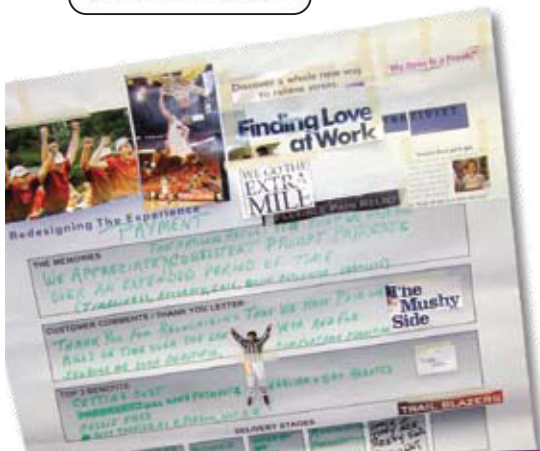


Reserve your place today for this CEM event.

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Organizations that participated in past Strativity programs:

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|-------------------------|-------------------------------|-----------------------------|
| ABN Amro Bank | Jacada | Ricoh |
| ACCO Brands Corporation | Lexus Financial Services | RJ Reynolds |
| American Airlines | Liberty Mutual | Sage |
| AMO USA, Inc. | Lockheed Martin | Schwan's Home Service, Inc. |
| Bank of America | Mallinckrodt Baker, Inc. | Siemens |
| Blackboard | McGraw-Hill | Standard & Poor's |
| Blue Cross Blue Shield | Merck | Standard Bank |
| Capital One | MetLife | Starbucks |
| Cargill | Michael C. Fina Company | Telefonica |
| Cox Communications | Nationwide Insurance | Texas Instruments |
| Crowne Plaza Hotels | Nokia | Toyota Financial Services |
| Discover | Nordea | UPS |
| Disney | Norwegian Cruise Line | Waste Management |
| Exxon Mobil Corporation | Parker Hannifin Corporation | Wells Fargo |
| FedEx | Progressive Insurance Company | Wyeth |
| Herbalife International | Reliant Energy | |
| Honeywell | | |



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STRATIVITY GROUP