Global CEM CERTIFICATION PROGRAM

World's first CEM (Customer Experience Management) Certification Program

57 successful runs in 19 International Cities with Attendees from 67 Countries

In-house Corporate Training Program

Program Description

Global Customer Experience Management (CEM) Certification Program is developed based on the Branded CEM Method and co-delivered by Global CEM International Partners from North America, Europe and Asia. Endorsed by various leading authorities, the program is the only ongoing CEM certification program with international recognition and steady expansion. Since 2006, the program has been successfully held in Amsterdam, Barcelona, Brussels, Copenhagen, Frankfurt, Milan, London, Paris, Istanbul, Dubai, Johannesburg, Shanghai, Bangkok, Hong Kong, Singapore, Sydney, Los Angeles, San Francisco and Toronto. On aggregate, the program has drawn attendees from 67 different countries and counting.

Program Uniqueness

Worldwide Acceptance and Universal Application:

The CEM certification program offers a structured framework combining time-tested theories, universally applied principles and practical methods and tools with a winning approach to kick start your CEM. It is unequivocally the only CEM certification program that has proven its global acceptance in different markets around the world.

International Track Record of Success:

The program has seen major success in 19 international cities including Amsterdam, Barcelona, Brussels, Copenhagen, Frankfurt, London, Milan, Paris, Dubai, Istanbul, Johannesburg, Singapore, Bangkok, Hong Kong, Shanghai, Sydney, Los Angeles, San Francisco and Toronto. The list of participants includes many Senior Executives of Blue Chips, Fortune 500 companies, top-tier management consultancies and Universities.

Small Class to Ensure High-level of Interaction:

Conducted in the format of a small-class workshop, the program aims to ensure dynamic and effective interactions between trainers and attendees. We believe attendees come to the program with specific questions in mind and we aim to provide two-way communications to help solving their problems and issues.

Organizer

GOCEM

Global CEM (Global Customer Experience Management Organization) helps companies to create effective customer experience. Our CEM methodologies combine the art and science of CEM in assessing and delivering branded and total customer experience (TCE). Global CEM International Partners are located in Europe, Asia, and North America. Our services include TCE Evaluation and CEM Certification.
Visit Us:
http://www.globalcem.org

In-house Program

For companies or groups who have 15+ attendees, it may be more cost-effective to have the program conducted in-house. Advantages of running an in-house program include:

- **save colleagues' travelling budget, management hours, air-flight and accommodation cost**
- **flexibility to work out the most preferred training dates for your company**
- **more focused group exercises on your areas of concerns / related to your own companies**
- **certification can still be offered without extra cost**

Program Content

The in-house training will follow all the skeleton and framework of the 2-day Global CEM Certification Program. It is divided in 6 modules in 2 days.

Class Size

The ideal class size will be around 15-25 persons per in-house program. The training will be in workshop style and attendees will be divided into small groups for discussions, in-group exercises and presentations during the two-day program. A group size of this will enable the trainers to effectively communicate with all attendees.

Program Trainer

To ensure quality delivery of the program and to maximize the learning impact, the program will be delivered by one of the Global CEM International Partners.

Venue

The training could be conducted at client's office site or any external venue with appropriate facilities for training. All cost and arrangement of external venue and catering will be responsible and managed by the client directly.

CEM Certification

The Certificate will be granted to attendees who successfully completes and passes the 2-day training with corresponding in-class exercises and one take-home certification assignment.

57 successful runs in 19 international cities

Testimonials from our clients of the In-house CEM corporate training program:

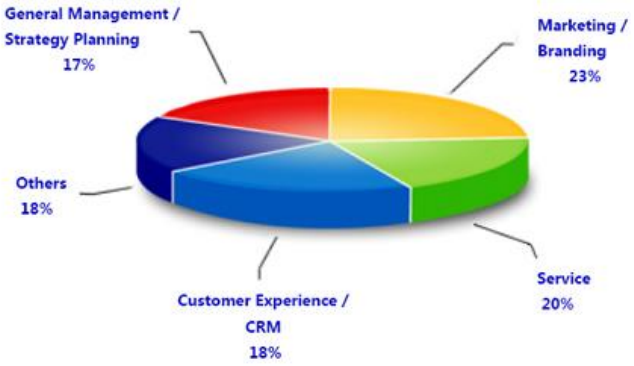
"The trainers are fantastic facilitators in addition to the great materials, case studies and tools shared with us. My community who attended the training were extremely satisfied."
David Perrotta,
Group Customer Experience Director, Zain Group

"This highly informative program was an eye-opener for me and 25 consultants that were trained and certified. I would recommend to anyone interested to define and implement an effective customer experience."
Annemiek van Moorst,
Founding Partner, TOTE-M

Attendees from 67 countries

Who Have Attended

Attendee Profile



Attendees from 67 countries / cities : Argentina, Australia, Austria, Bangladesh, Belarus, Belgium, Benin, Bulgaria, Cameroon, China, Canada, Chile, Colombia, Côte d'Ivoire, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Egypt, Finland, France, Georgia, Germany, Ghana, India, Indonesia, Iraq, Ireland, Israel, Italy, Japan, Jordan, Kenya, Kingdom of Saudi Arabia, Korea, Kuwait, Lebanon, Lithuania, Malaysia, Montenegro, Morocco, Netherlands, Nigeria, Norway, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Singapore, South Africa, Spain, Sri Lanka, Sudan, Suriname, Sweden, Switzerland, Tanzania, Taiwan, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States.

Companies:

Program Agenda

DAY ONE	DAY TWO
09:00 – 10:00 ***1.1 Effective Experience Principles***	*09:00 – 10:00* ***2.1 Branded CEM***
10:00-10:15 Coffee Break	10:00-10:15 Coffee Break
10:15-11:15 ***1.1 Effective Experience Principles***	*10:15-11:15* ***2.1 Branded CEM***
11:15-11:30 Coffee Break	11:15-11:30 Coffee Break
11:30-12:30 ***1.2 Voice of the Customer***	*11L30-12:30* ***2.2 Touch-point Management***
12:30-13:30 Luncheon	12:30-13:30 Luncheon
13:30-14:30 ***1.2 Voice of the Customer***	*13:30-14:30* ***2.2 Touch-point Management***
14:30-14:45 Coffee Break	14:30-14:45 Coffee Break
14:45-15:45 ***1.3 CEM Strategy***	*14:45-15:45* ***2.3 CEM Implementation***
15:45-16:00 Coffee Break	15:45-16:00 Coffee Break
16:00-17:00 ***1.3 CEM Strategy***	*16:00-17:00* ***2.3 CEM Implementation***

1.1 Effective Experience Principles

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

How we feel – X-VOC (Experience-based Voice-of-customer)

- The subjective experience and the 5 senses: sight, hearing, smell, taste and touch
- Delta Principle – the triangular relations between experience, expectation and satisfaction
- Emotion Curve – tracks and quantifies our emotions in natural time sequence
- X-VOC: a ground-breaking approach to listen to your customers

How we remember – X-MOT (Moments-of-truth at Experience)

- Effective memories – an experience is not effective unless it is remembered
- The Peak-end Rule and its applications in CEM
- Identify the X-MOT (Moments-of-truth at Experience)
- X-MOT: guides and optimizes resource allocation

How we choose – X-Effectiveness (Experience Effectiveness)

- An effective experience creates positive emotions and delivers target brand values
- The Triune Brain: Primitive, Intermediate and Rational Brains
- The Black Box – missing link between consumers experience to ultimate brand choice
- X-Effectiveness: aligns customer experiences to optimize brand loyalty

How we compare – X-Anchoring (Intra-experience Anchoring)

- We need more pain – an experience is not effective unless it is contrasted
- The paradox of happiness and the psychological immune system
- Maximize the PPG (Pleasure-pain gap)
- X-Anchoring: releases resource constraint and enhances subjective experience

"Strategy is a glamorous word. However, you won't have a holistic view of how customer experience works if you don't understand how customers buy. That's why we don't start the course with "Strategy". Instead, we want to bring to the forefront how customers buy and shed light on a new perspective. You will see how emotions dictate buying decisions and affect brand choice, and understand how best to utilize emotions to build brand loyalty."

1.2 Voice of the Customer

Learning Objectives

- To understand how to design effective VOC programs
- To integrate VOC into the customer experience management system
- To convert the insights from VOC to formulate CEM strategy

Content Sequence

Voice of the Customers (VOC) Basics

- What is Voice of the Customer (VOC)
- Why Voice of the Customer (VOC) is needed
- The Voice of the Customer (VOC) Elements
- Voice of the Customer (VOC) and Customer Experience Management

Tools and Application of VOC

- Types of VOC tools and information provided
- Types, frequency and measures of customer feedback surveys
- Applications and challenges of qualitative research
- Complementary usage of qualitative and quantitative researches

Designing Effective VOC Programs

- Target segments: define the target stakeholders' segments
- Value drivers: identify and assess the key value drivers by each segment
- Current performance: decide and measure the performance metrics by each touch-point
- Determine touch rules and design effective questionnaires

VOC in Action

- Identify the most valuable customers by the value they contribute
- Derive the most critical needs and rank their importance
- Map the current experience level at multi-channel touch-points
- Link VOC to CEM strategy design

"Voice of the Customer is an essential topic for any CEM program. Besides covering the fundamentals of VOC, the key of this module is to teach you how to listen to the VOC in a meaningful way – to put VOC in context – to identify the critical values to customers and to your brand. If and only if you set the stage right can VOC point you towards designing effective customer experience."

1.3 CEM Strategy

Learning Objectives

- To understand your corporate DNA and your brand
- To formulate an effective CEM strategy
- To integrate CEM Strategy into the customer experience management system

Content Sequence

Who You Are – Understand Your Corporate DNA

- Why you exist (mission) and what your guiding principles are (culture)
- What your core competences are
- External factors and competition
- The linkage between corporate DNA and CEM

Segmentation – Define Your Target Customers

- Why customer segmentation is crucial to effective strategy formation
- How segmentation methods differ in CEM
- Not all customers are equally important to you – who are the ones
- How to perform effective customer segmentation

Brand Positioning – Decide Target Brand Values

- Brand, brand values and brand positioning
- Current perceived brand values versus target brand positioning
- Optimize brand positioning by both art and science approaches
- Branded experience brings you customer engagement and loyalty – How does it work

Target Experience – Formulate Effective Experience Strategy

- What is an effective CEM strategy
- Steps to formulate an effective CEM strategy
- Win-win approach: effective strategy to the customers and to the brand
- Integration of CEM strategy with VOC and touch-point management

"Strategy is about making choices. Designing an effective customer experience strategy means making choices based on your targeted customers, branded values and resources allocation. In CEM, this requires a paradigm shift from traditional wisdom of managing efficiency to effectiveness. To sheer effectiveness, which takes a lot of guts, and often times, sacrifice. This module tells you how to set a framework as you build your CEM strategy."

2.1 Branded CEM

Learning Objectives

- To understand branded, non-branded and un-branded experiences
- To figure out the core elements of the branded CEM method
- To learn step-by-step on how to design your own unique branded experience

Content Sequence

Branded CEM Basics

- Characteristics of a branded experience
- Differences and implications among branded, non-branded and un-branded experiences
- Branding the experience and experiencing the brand
- An experience is not effective unless it is branded

Branded CEM Optimization

- First thing first: define your target customer segments
- Critical and essential: identify and evaluate the importance of sub-processes
- The magic touch: factor your target brand values into an experience process
- Peak and end: Design and manipulate the effective peak and end experiences

Branded CEM Delivery

- Customer-centric could be wrong
- Effective experience is not equal to good experience
- Emotion curves for multiple touch-points
- Introduction of EEI (Effective Experience Index)

Design Your Own Branded Experience

- Brand values, critical needs and effective experience
- Less is more: allocate your resources in an effective way
- Put PPG (Pleasure-pain Gap) in action
- Develop your own branded experience

"The challenge of customer experience nowadays is that good experience is never enough. You need branded experience. Only when you have branded experience could you differentiate and create loyalty. CEM is not effective unless it is branded. A strategically designed experience process which provides branded experience is critical for improving brand equity (value of your brand) and customer equity (value brought by your customer) for long-term success."

2.2 Touch-point Management

Learning Objectives

- To understand characteristics of different touch-points and how to manage them effectively
- To optimize resource allocation for different touch-points
- To synergize multiple touch-points to deliver target branded experience

Content Sequence

Characteristics of Contemporary Touch-points

- Online touch-points
- Contact center touch-points
- Face-to-face touch-points
- Marketing communications touch-points

Managing Touch-points by Value Drivers

- Love and hate drivers
- MOT of a touch-point experience
- Delivering your value propositions through touch-points
- Differentiating your touch-point experience

Optimizing A Single Touch-point

- Benefits of optimizing a single touch-point
- Step-by-step guide to optimize a single touch-point experience
- Principles for resources allocation on a single touch-point
- Design the target performance level of a single touch-point

Synergizing Multiple Touch-points

- Strategic advantages of synergizing multiple touch-points
- A systemic approach to synergize multiple touch-points experience
- Principles for resources allocation on multiple touch-points
- Design different target performance levels of multiple touch-points

"Touch-points are places, events and interactions affecting your prospects, customers and the public. You can't control them all, but identifying the ones you can influence and control is critical. This module will teach you how to optimize and synergize multiple touch-points to deliver differentiated and branded experience. You can better manage resource allocation to create effective experiences for your customers."

2.3 CEM Implementation

Learning Objectives

- To translate performance gaps into required capabilities
- To design implementation roadmap and set measurement metrics
- To develop a close-loop CEM management system

Content Sequence

CEM Gap Analysis

- Assess the current performance level of multi-channels touch-points
- Identify the performance gaps between target and current experiences
- Assess the performance gaps across multiple touch-points
- Address the performance gaps with new core capabilities

CEM Capabilities

- People capabilities – change management, leadership, recruitment, training and performance system
- Process capabilities – business process stream-line, redesign and re-engineering
- Product capabilities – pricing, costing, product development and product mix
- Technology capabilities – software, hardware, platform, integration and compatibilities

CEM Measurement & Metrics

- Develop roadmap for phased implementations and pilot projects
- Set performance metrics and key performance indicators
- Monitor and assess the performance level of multiple touch-points in delivering target experience
- Measuring ROI of CEM

Close-loop CEM Management System

- Customer experience assessment and evaluation model
- Customer experience strategy model (operations, branding, analytics)
- Touch-point planning model (framework, tools)
- Customer experience case studies and successful stories

"CEM implementation means delivering your designed experience to your customers via a set of multiple touch-points. This requires capabilities alignment across people, process and technology in a company. This module provides you with a roadmap for implementation as well as measurement metrics to ensure that your CEM program is tracked and monitored in order to generate constant feedback for continuous improvement."

About the Organizer

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Total Customer Experience (TCE) Evaluation consists of two parts: TCE Model Building sets a comprehensive blueprint and renders a complete architecture to measure, manage, and improve the total customer experience as perceived at multiple touch-points and among multiple channels across the entire customer lifecycle. The TCE Assessment measures the effectiveness of experience in driving customer satisfaction, brand differentiation, sales transactions and creating advocates. The combination of TCE model building and assessment helps companies deliver a branded and effective total customer experience.

Global CEM Certification Program is developed based on the Branded CEM Method which aims to drive customer loyalty and brand differentiation with quantifiable business results. Since 2006, Global CEM has run the program in Amsterdam, Barcelona, Brussels, Copenhagen, Frankfurt, London, Milan, Paris, Dubai, Istanbul, Johannesburg, Bangkok, Hong Kong, Shanghai, Singapore, Sydney, Los Angeles, San Francisco and Toronto, with clients from 67 countries across the five continents.