Customer Experience Management+[™]



What is Customer Experience Management+™?

Customer Experience Management+™ (CEM+™) is an integrated customer experience management process. It is designed for executives seeking new ways to improve customer loyalty and differentiate their brand, but who have limited time and resource to do so. CEM+™ is an intensive two-day workshop, which will provide you with a solid understanding of how customer experience can be used to differentiate your organization. It provides simple, yet powerful tools that will enable you to develop an action plan to take the process forward in your organization. The CEM+™ Process is divided into 3 steps:

- 1. The Customer Experience Assessment Survey
- 2. The Customer Experience Design *(redefining your brand promise)*
- 3. Creating an organization that can deliver and sustain a customer experience

CEM+™ is based on proven methodology and the latest research into how successful companies design and deliver a customer experience that provides unique competitive advantage. CEM+™ tools help you:

- Understand what makes a great customer experience
- Evaluate your organization's current customer experience
- Define a differentiating brand promise and customer experience
- Develop an action plan to enable your organization to sustain its promise

Competitive Benefits of CEM+™:

CEM+™ equips organizations with the knowledge and skills necessary to develop a customer experience in which all people, processes and products deliver value to customers in a way that is differentiated, on-brand and consistent.

CEM+™ is:

• POWERFUL

CEM+™ creates insight about your current customer experience and how to improve it.

• FAST

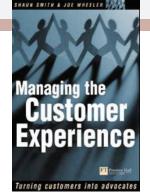
By focusing only on your target customers, CEM+TM can achieve fast and reliable results.

STRAIGHT-FORWARD

Our recommendations focus only on those key areas that add value to customers. You receive knowledge rather than bulk data.

COST EFFECTIVE

The web-based approach makes the survey simple and cost-effective.



Program Benefits of CEM+[™]

- Understand the economic benefits of creating and delivering Customer Experience Management+™.
- Understand the components of the Brand Iceberg model and use these as a framework for improving company performance.
- Learn how to identify target customers, determine what these customers value and use this to identify actions to improve delivery of the brand and experience.
- Use the customer and employee surveys (including the Organizational Alignment Survey[™]) to audit organizational performance and develop implementation plans for organizational change.
- Understand how to communicate the brand internally to create behavioral change and measure organizational performance.
- Understand the leadership behaviors that correlate with great brands and strong results, and assess their own style (using the Persona Leadership Assessment).



"With CEM+™, we have a much better understanding of how we can differentiate our customer experience and deliver our brand in our European operations."

Richard Smelt • HR Director, The Carphone Warehouse (British Retailer of the year 2003)

Special Features of CEM+™

- IDENTIFY YOUR MOST PROFITABLE TARGET CUSTOMERS CEM+[™] shows your organization what keeps your customers loyal and turns them into brand advocates.
- **DEFINE WHAT YOUR CUSTOMER VALUE** The CEM+[™] survey assists your organization in determining whether you meet your customers' expectations.
- **REDEFINE YOUR BRAND PROMISE** CEM+[™] refocuses your brand promise so that it provides value to your customers.
- DEFINE THE CUSTOMER EXPERIENCE

CEM+[™] identifies the key customer touchlines within your business then pinpoints which processes, people and products need to be improved to deliver the desired optimal customer experience.

DELIVER A CUSTOMER EXPERIENCE THAT SUSTAINS CUSTOMER LOYALTY

Customer values are not static. CEM+™ helps your organization create the right environment to succeed and continue to provide value.

Unique Value Proposition for Trainers and Consultants

- SEAMLESS DELIVERY Methodologies and metrics facilitate usage at multiple sites in
- different languages. **COMPREHENSIVE**

Assessment process offers both qualitative and quantitative research results.

CUSTOMIZABLE

Assessment statements are customized for each project and each end-user organization in function of their expectations.

FAST FEEDBACK

Easy-to-understand and administer questionnaire saves time and effort. Data can be collected over the internet for fast processing.

GLOBAL REACH

Online Assessment Center enables rapid, 24/7 data collection and processing over the internet allowing for distribution of feedback reports in multiple languages and from any location.

ABOUT THE AUTHOR



Shaun Smith Founder, shaunsmith+co

The CEM+TM program was designed by **Shaun Smith**, an internationally recognized authority on the subjects of customer experience and organizational alignment.

He is the co-author of a number of best-selling books and speaks internationally on the subject of customer experience and employee alignment. His books include: "Uncommon Practice - People who deliver a great brand experience". "Managing the Customer Experience - turning customers into advocates". "See, Feel, Think, Do - the power of instinct in business", and "Bold - How to be brave in business and win" which won the "Management e-book of the year award for 2012. His latest book "On *Purpose* – how to deliver branded experiences people love" is published in October 2015. He is also contributing author to the Economist's "Brands and Branding."

Mr. Smith has spent more than 30 years helping major corporations differentiate their brands through the experience they provide. He has spoken and consulted to companies such as Burberry, IHG, Toyota, Disney, SmithKline Beecham, British Airways, Leo Burnett, and Shangri-La Hotels and Resorts, and many others. He is the founder of the consulting company Smith+Co which consults to many of the leading brands world-wide.





For more information about **Persona** GLOBAL®, Inc.'s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com

ABOUT Persona GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. Persona GLOBAL®, Inc.'s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified Persona GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from Persona GLOBAL® Programs include:

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BMW

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Hitachi

Coca-Cola

 Dell Computer Mitsubishi

- IBM

 - Alcatel Motorola
- Credit Suisse American Express

British Airways

Japan Airlines

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