

“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+™ 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:

- BMW
- Mitsubishi
- Disney
- Coca-Cola
- Hitachi
- Applied Materials
- Dell Computer
- IBM
- Alcatel
- Motorola
- British Airways
- Japan Airlines
- Credit Suisse
- American Express
- SONY Music Entertainment