



CEM+ Customer Experience Management +™

"With the customer experience workshop, 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)

Welcome to the Experience Economy

With products and services becoming commoditised, creating and managing a unique customer experience is widely predicted to be the next competitive battleground. This requires businesses to:

- **Strongly differentiate themselves from competitors**
- **Consistently exceed the physical and emotional expectations of their customers**
- **Create a unique Customer Experience to turn customers into Advocates**

What is Customer Experience Management +?

Customer Experience Management + (CEM+) can help you build a differentiated customer experience that drives loyalty and profitability.

CEM+™ is a step-by-step process that can give your organisation the advantage over competitors, a stronger, more memorable brand and a positive reputation that turns customers into advocates.

CEM+ enables you to:

- **See your business from the perspective of your customers**
- **Understand what they value as a great customer experience**
- **Define a differentiating brand promise**
- **Design and deliver a differentiated customer experience at every touch point within the business**
- **Create an organisation that can deliver and sustain a valued customer experience.**

CEM+ is based on a proven methodology and the latest research into how successful organisations design and deliver a customer experience that provides a unique competitive advantage.

Competitive Benefits of CEM+™:

CEM+ equips organisations with the knowledge, skills and tools 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+ 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.

CUSTOMER EXPERIENCE: Carphone Warehouse

Carphone Warehouse was founded in 1989 with minimal capital. Today it is Europe's leading independent mobile communications retailer generating annual turnover of £1,842M (year ending March 2003). The company now operates across 10 markets and employs over 8,000 people. UK market share is over 22%.

Carphone Warehouse is dedicated to exceeding customers' expectations and staying one step ahead of the rest. In the last five years the company has won over 20 retail and mobile industry awards.

The open management style, commitment to staff development, flat structure and belief that 'the reputation of the entire company is in the hands of every individual' has been central to its success in a dynamic and rapidly moving industry.

As a result of the customer experience workshop, Carphone Warehouse was able to evaluate its own customer experience and align employees across Europe to deliver the brand promise.

"How great would life be if 40% of your new business simply knocked on your door without having spent a cent advertising for it?"
Smith & Wheeler, *Managing the Customer Experience*

Special Features of CEM+:

- **Understand your most profitable customers.** CEM+ shows your organisation what keeps your customers loyal and turns them into brand advocates.
- **Define what your customers value.** The CEM+ survey assists your organisation in determining whether you meet your customers' expectations.
- **Redefine your brand promise.** CEM+ re-focuses 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 optimal customer experience.
- **Deliver a customer experience that sustains customer loyalty.** Customer values are not static. CEM+ helps your organisation create the right environment to succeed and continue to provide value.

Program Objectives of CEM+ :

- Understand the economic benefits of creating and delivering Customer Experience Management
- 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 customer and employee surveys to audit organisational performance and develop implementation plans for organisational change.
- Understand how to communicate the brand internally to create behavioural change and measure organisational performance.
- Understand the leadership behaviours that correlate with great brands and strong results, and assess their own style.

Credentials

The CEM+ Program was designed by Shaun Smith, an internationally renowned expert in customer service and customer experience. He is co-author of two best-selling management books: "Uncommon Practice - People Who Deliver a Great Brand Experience" and "Managing the Customer Experience - Turning Customers into Advocates". He is also a contributing author to the Economist's "Brands and Branding".

Shaun has worked on many customer-focused initiatives for organisations around the world and now runs his own specialist consultancy, shaunsmith+co, which specialises in customer experience and differentiated management training. For further information visit: www.shaunsmithco.com

About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona International group, that offers business solutions to organisations throughout 45 countries. Company Principals, John Dawson and Carmel McDonald have been consulting, coaching, training and recruiting for Australian businesses for over a decade, following extensive industry experience.

About Persona

Persona International is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Programs include:

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment



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