

Customer Experience Management+™ (CEM+)

Follow an integrated, systematic process to develop a customer experience in which all people, processes and products deliver value to customers in a way that's differentiated, on-brand and consistent.

CEM+ provides a logical framework and powerful tools for managing the activities that align customer brand expectation with customer brand experience, customer loyalty and improved profit.

The 3-step CEM+ process

1. **Customer Experience Assessment Survey** – examine your brand proposition, the people charged with front line delivery, effectiveness of process and value of product to customers
2. **Customer Experience Design** – redefine your brand promise to add real value to customers
3. **Create an organisation that can deliver and sustain a customer experience** - monitor and refresh your brand over time to keep competitively strong and current with target customer needs

Special features of CEM+

- Identify your most profitable target customers
- Define what your customers value
- Redefine your brand promise
- Define the customer experience and the people and processes you need to make it come to life
- Deliver a customer experience that sustains customer loyalty – keeps them loyal and turns them into brand ambassadors

What is it?

Customer Experience Management+™ (CEM+) is an integrated customer experience management process designed for organisations requiring efficient and economical tools to achieve brand differentiation, improve customer satisfaction, earn customer loyalty and raise bottom line profits.

FACT SHEET

Customer Experience Management+™

Competitive benefits

- Powerful – gives you 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 – recommendations focus only on those key areas that add value to customers, so you get knowledge rather than bulk data
- Cost effective – web-based approach makes the survey simple and cost effective

How does it work?

Over the course of an intensive two-day workshop, brand executives gain a solid understanding of how the customer experience can be used to differentiate a brand and are given simple, yet powerful tools to develop an action plan and take the process forward.

Why Achievement Awards Group?

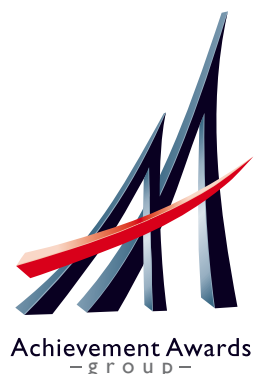
We have proven expertise in applying human performance technology methods to help organisations improve alignment and effect organisational change. The result is bottom-line growth.

Customer Experience Management+™ is an organisational development tool created by Shaun Smith for Persona GLOBAL® and represented in South Africa by Achievement Awards Group.

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