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What We Do / Consulting Services / Customer Experience Management

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### **Customer Experience Management CEM+**

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** - a web-based tool to 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 in an interactive workshop environment
- 3. Create an organisation that can deliver and sustain a customer experience** - develop a plan to, 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 ambassador

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