



CEM Playbook Strategy Boot Camp



Designed for CEM leaders responsible for driving customer loyalty initiatives.

- ✔ Increase the success of your customer satisfaction/loyalty program
- ✔ Increase organic growth - retention - referrals
- ✔ Learn from leading CEM experts - newest innovations
- ✔ Join a growing network of certified CEMPRO associates worldwide

Get CEM Certified!



This first-of-its-kind certification training program on **Customer Experience Management (CEM)** covers twelve (12) proven components to maximizing customer satisfaction and loyalty.

The boot camp course provides the critical knowledge and skills to design and implement customer experience management program. The curriculum highlights best practices for using the CEM Playbook Strategy. This strategy has been developed over the past 25+ years in hundreds of companies, over thousands of projects.

Attend this comprehensive industry leading "Boot Camp" uniquely developed by pioneers of both the CRM and CEM marketplace. Learn how to leverage CEM intelligence data to maximize your company's investment in CRM technologies. As an added bonus, the CEM Playbook Deliverable's are filled with survey samples, reports, analysis and other information utilize in thousands of "real life" projects.

The annual certification process includes an online exam upon completion of the workshop. Upon meeting the requirements, you receive certification as a CEMPRO-Advocate (corporate individuals/consultants) and marketing rights to CEMPRO logo.

CEM Playbook Deliverables:

Sample Surveys

- Transaction / Relationship
- Key Account / Benchmark
- Market Research / Winback
- Importance vs. Satisfaction
- 360 Alignment



Sample Reports

- Report Card for prospects / customer / employees
- Satisfaction / Loyalty
- Satisfaction vs. Importance
- Below Expectations / Comments
- DashBoard / Benchmark / 360 Alignment

Sample Rating System & Segmentation

- Weighted Average vs. Percent Satisfied
- Account Segmentation
 - Tier I - II - III
- Contact Segmentation
 - Decision Maker - Recommender - Influencer

Sample Executive Briefing

- PowerPoint Technology
 - Analysis / Conclusions Recommendations
 - Benchmarking Comparison

Includes:

- Breakfast & Lunch
- CEM-DNA Self-Assessment Exam
- CEM White Paper
- NorthFace ScoreBoard Award Recipients
- Benchmark Report
- Network with Peers
- CEM Playbook Deliverables (sample surveys / reports / etc.)
- Web Certification Exam

Get CEMPRO-AdvocateSM

Day 1

\$499 per person

- BIG4: Acquisition - Retention - Growth - WinBack
- Key account strategy that protects and grows
- Segmenting Accounts / Contacts (Tier I-II-III) - (Decision Marker-Recommender-Influencer)
- Use benchmarking metrics to drive revenue and profits
- Employee engagement strategy
- Develop a win-back strategy to regain lost revenues
- Stakeholder communications drives market leadership
- Executive briefings with actionable recommendations
- Develop management winning ROI analysis

Day 2 - Optional

\$399 per person

- Business Intelligence - Online Analytical Processing (OLAP)
- EFM - Cross Tabs / Trends / Correlation Analysis / Quadrant Analysis / Survey Design
- Business Analytics - Key Driver / Gap Analysis / Predictive Modeling / Linkage Analysis
- Text Mining unstructured listening posts (IVR - Facebook - LinkedIn - Twitter - CRM - etc.)

CEM-DNA Boot Camp - One Day

Schedule - 2010

Date	City, State	Date	City, State
9/21	Billerica, MA	10/26	Phoenix, AZ
9/22	Manchester, NH	10/27	Portland, OR
9/23	Hartford, CT	10/28	Seattle, WA
9/28	Philadelphia, PA	11/9	Dallas, TX
9/29	Reston, VA	11/10	San Antonio, TX
9/30	Raleigh, NC	11/11	Houston, TX
10/4	Chicago, IL	11/16	New Orleans, LA
10/5	Milwaukee, WI	11/17	Oklahoma City, OK
10/6	Minneapolis, MN	12/6	Atlanta, GA
10/13	Los Angeles, CA	12/7	Memphis, TN
10/14	San Diego, CA	12/8	Nashville, TN
10/21	Santa Clara, CA	12/9	Ft. Lauderdale, FL

Ask about our on-site Corporate program or webcast.

[CLICK HERE TO REGISTER](#)



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