



Overview

According to the **2010 Customer Engagement Study**, conducted by the Business Marketing Association (BMA), Chicago in April 2010, 72% B2B marketers cited Customer Engagement as a top priority. The companies apparently realized the importance of customer engagement initiatives which have been the key differentiator for successful businesses especially in today's challenging competitive economy.

The above research clearly proves that people who provide highest rating of overall satisfaction with the company product are extremely satisfied customers and have a strong emotional connection to the company. They also contribute the most in terms of business growth. The fact that companies recognize the importance of customer engagement have become apparent, particularly with the rise of new technology, particularly mobile, and social media as a mainstream channel where brands can engage with their customers is the most

Faced with more and more choices which enable the customers to make a variety of decisions, it has become incumbent upon the business to break through traditional models of advertising and customer satisfaction programmes to ensure that the customers are well engaged in all of their marketing efforts and interaction, hence the call for 'Customer Engagement Management'

Customer Engagement Management Conference aims to create a meaningful, long-term relationship between the customer and the company, including connection and interaction, throughout every channel of communication.

Take away with you skills and strategies on:

- Managing effective solution for customer acquisition, retention and loyalty
- Gaining insights on the latest customer engagement technology
- Identifying the specific internal staff behaviours to get customers engaged
- Creating innovative solutions to resolve customers' problems
- Designing strategic customer experience and relationship programs and processes
- Identifying right combination of ways to deliver both customer and organization ROI

WHO SHOULD ATTEND?

CEOs, COOs, Managing Directors, General Managers, Directors, Vice Presidents, Heads of Department, Senior Managers, Managers of :-

- Customer Experience • Customer Delight
- Customer Service • Service Quality • Operational Excellence
- Client Relationship/ CRM • Member Relations
- Customer Acquisition & Retention • Product Innovation
- Quality Assurance • Total Quality Management
- Branding • Marketing • Retail • Contact Centre

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