

# BEYOND CRM

***Bridging The Gap Between Customer Satisfaction  
and Customer Loyalty***

**17 & 18 JANUARY 2007  
JW MARRIOTT  
KUALA LUMPUR**

*"At first I thought it was just another CRM program, but even if I had paid 10 X more  
it would have been a bargain for what I learned!"*

CEO, Mr. Rodriguez, Miami, US

Researched & Developed By:



In Association With:



**UNIVERSITY AT ALBANY**  
State University of New York

**“Among 96 global firms surveyed, 94% stated the rationales for implementing CRM were to increase customer retention / loyalty!”**

**- Thomas Bodenber, The Conference Board**

Between 30% and 70% of CRM implementation FAIL to produce the expected results and the ROI.

And to add to the statistics...

70% of Asian companies failed to transform their business into truly customer-centric organizations after implementing CRM.

**In Today's "Show Me The Money" Economy, That's NIGHTMARE!!!**

Despite the desolating statistics above, a ray of hope still lingers: It has been estimated, worldwide CRM software spending will continue to **INCREASE** to US\$76bil by 2005, with much of the growth coming from Asia.

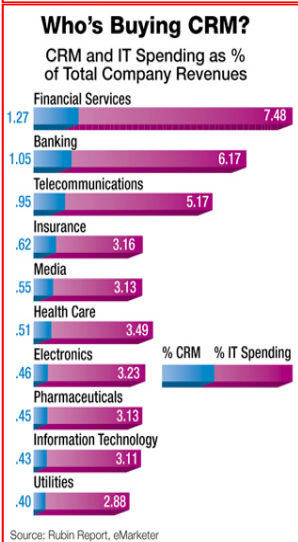
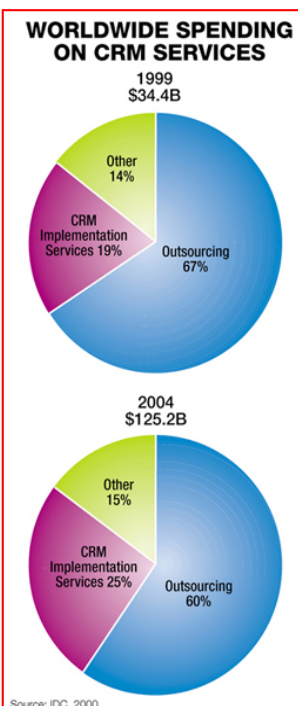
In a debate on the value of Customer Relationship Management applications, a new IDC study favours those who believe in CRM. Key findings show:

- ☐ 82% of companies had realised a return on investment of at least 51%, including 30% who reported an ROI of more than 500%.
- ☐ 93% said they'd achieved ROI within three years, including 58% who said it took less than a year

**So... What is the idiosyncrasies about CRM that the industry doesn't get?**

In today's mercenary environment, where CRM Managers are driven to implement ROI-delivering CRM Programs, this tutorial comes in timely to assist you in matching that successful strategy with ROI-driven Customer-Centric decisions. This Strategy-Focused Executive Tutorial will demystify the CRM myths and illustrate practical solutions through a powerful 4-Prong Roadmap:

- ➔ GETTING THE PROCESS RIGHT
- ➔ LESSONS FROM BEST PRACTICES OF CRM
- ➔ LEVERAGING THROUGH e-CRM
- ➔ IMPLEMENTATION STRATEGY



**THIS EXECUTIVE TUTORIAL IS EXCLUSIVELY DESIGNED FOR** CEOs, COOs, EDs, CMOs, CIOs, MDs, Senior Vice Presidents, Directors, General Managers, Heads of Department, General Managers and Senior Managers responsible for:

- Customer Support
- Information Technology
- Customer Relations
- Channel Marketing
- Database Support
- Customer Satisfaction
- Strategic Planning
- Customer Communications
- Call Center Operations
- eCommerce
- Marketing
- Branding
- Public Relations
- Business Development
- Internet Sales & Marketing
- Global Client Service

**WHY ATTEND**

This cutting-edge Executive Tutorial will incorporate successful and failed CRM case studies from companies like:- **GE Aircraft Engines, CEMEX, Royal Bank of Canada, Harrah's Casinos, USAA, Amazon, P & G, Schwab, Dell Online, Elf Atochem, Cisco** and many more. The critical insights will help you to benchmark your CRM measures with international exemplary practices and provide solutions to your pressing issues on:-

- **How** to get definite pay-off from a CRM project investment
- **What** are the challenges in establishing the right culture to build customer loyalty
- **What** are the solutions for the high rate of failure in implementing CRM across the organisation
- **What** are the essential elements of a successful CRM vision and strategy
- **How** to execute an eCRM multi-channel customer care strategy
- **How** to close the performance gaps and increase shareholder value by maximizing revenue and customer loyalty while reducing selling and service costs
- **How** to integrate and manage the key components of CRM: People, Process & Technology
- **How** leading enterprises develop winning customer experiences across multiple channels
- **What** customer information is needed to be gathered and disseminated to cross-sell and up-sell products
- **How** can business processes and technology be aligned and "fused" for CRM success
- **What** factors should be considered in making a buy / build / outsource decision

**10 & 11 JANUARY 2005 ♦ JW MARRIOTT, KUALA LUMPUR**

# Course Outline

## DAY 1

### SESSION ONE

#### CRM: Get the Process Right!

- ◆ The CRM Imperative
- ◆ The What's and Why's of CRM
  - ◆ Customer-Centric vs. Product-Centric
  - ◆ Market Share vs. Wallet Share
- ◆ Micro-Marketing is THE Mantra!
  - ◆ Customer Information File is a MUST!
  - ◆ Some Do's and Don'ts in Collecting Data
- ◆ The Performance Dashboard
  - ◆ Customer-Driven Metrics
  - ◆ Link to Reward System
- ◆ Management Process is Key: Case Examples
  - ◆ GE Aircraft Engines
  - ◆ Square D (a subsidiary of France's Schneider Electric)
  - ◆ Enterprise Rent-a-Car

*In this take-off session, the workshop leader will analyse the common question bothering most CRM managers - why so many companies fail to achieve high customer satisfaction rate although great deal of human and financial resources have been channeled year after year.*

*Further, the speaker will provide a 360-degree view on the latest CRM developments from various perspectives, share thought-provoking issues and critical challenges ahead of us.*

## DAY 2

### SESSION THREE

#### e-CRM: Perfecting The Human Touch Point

- ◆ Impact of the Net on CRM
- ◆ Personalization: The Big Thing on the Net
- ◆ Case Examples
  - ◆ Amazon: A Pioneer in 1to1 Marketing
  - ◆ Sumitomo Mitsui Banking Corporation: Exploiting the Web for B to B Marketing
  - ◆ P&G: Customized Cosmetics
  - ◆ Schwab: E-Mail is a New Fourth Channel
- ◆ Customer Self-Service is the "Killer" Application
  - ◆ Dell Online
  - ◆ Cisco's After-Sales Support
- ◆ CRM Software: An Overview
- ◆ CRM Architecture for Operational vs. Analytical CRM
- ◆ e-CRM in Summary

*Take away a solid insight on how eCRM has re-shaped the way businesses are conducted today. Cisco, a global leader in the networking market, recognised the potential of the internet and its impact on customer relationships long before its competitors.*

*In this session you will not only learn how Cisco is generating US\$22mil worth of products every day over the internet, but also how this company is saving nearly US\$325mil in staffing and shipping costs annually.*

## SESSION TWO

### Lessons From Best Practices of CRM

- ◆ **USAA**, Pioneer of the Direct Model in the Insurance Industry: *The "Mother of All CRMs"*
- ◆ **Capital One**: A Successful Mass Customization Model That Changed the Credit Card Industry
- ◆ **Cemex**, the Most Profitable Cement Company in the World: *If Cement Can in Mexico, Anyone Can!*
- ◆ **Harrah's Casinos**: Mining Customer Information for Competitive Advantage
- ◆ **Convergys**: A Customer Evaluation Model
- ◆ **Royal Bank of Canada**: An Integrated CRM (An Award Winner of CIO Magazine)
- ◆ **Digitel Telecommunications Philippines**: Combines Call Center and CRM to Compete with Differentiated Services
- ◆ **Wireless Telecoms**: Potential Value of CRM

*This session is exciting, as you will have the opportunities to grasp the winning strategies adopted by world-class companies to retain and increase customer loyalty. The findings are very useful as you will conclude the common success traits that these companies shares even though the culture of each of these companies is different. The classic case of CRM, USAA and The Royal Bank of Canada will be covered in detail here.*

## SESSION FOUR

### Implementation is THE Challenge!

- ◆ Lessons Learned from ERP
  - ◆ Foxmeyer Drugs & Hershey, Two ERP Disasters: What was Wrong
  - ◆ Elf Atochem, An ERP Success: What was Right
- ◆ Frito-Lay, a FMCG Giant – A Model for Successful Implementation
- ◆ Cigna, a Health Insurance Giant: Bad Execution of CRM Results in Steep Stock Slide
- ◆ Getting off the Ground on a CRM Project
- ◆ Data is One Big Hurdle!
- ◆ The Other Hurdle: People & Organizational Issues
- ◆ Build or Buy or Rent (a New Option)?
- ◆ Lessons from Unsuccessful CRM Projects
  - ◆ Honeywell Aerospace (Siebel CRM)
  - ◆ BMC Software
  - ◆ General Motors Acceptance Corporation: Commercial Mortgage Operation
  - ◆ Owens Corning
- ◆ What Works? What Does Not?
- ◆ Summing Up – Mazda Case Example

*This session will cover issues that will help, if you are in the midst of CRM implementation process, moving from transaction/product-centric to customer-centric or if you are planning to reengineer your existing project.*

*80% of CRM project fails at the execution stage, the workshop leader will share the building blocks that should be rooted in the CRM foundation to avoid going off track.*

### HOW THIS WORKSHOP WILL BE CONDUCTED

This spectacular and evolving workshop is designed to provide senior management a powerful roadmap on how to get the investment on a CRM project pay off in the shortest time possible. As such, the workshop is highly participative in nature, and designed to stimulate your thinking, inspire your creativity and enhance your productivity. Every best practice will be demonstrated via physical and hands-on exercises and case-studies connecting to your CRM initiatives and business.

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REGISTRATION FORM

## PAYMENT

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Payment may be made via cross cheque / bank draft / electronic transfer, made in favour of

Intelligence Business Networks  
160-3-1, Kompleks Maluri  
Jalan Jejaka, Taman Maluri  
55100 Kuala Lumpur

**Note: Payments must be received within 5 days upon issuance of invoice**

## CANCELLATION POLICY

Due to contractual obligations, cancellation charges are as follow:  
40 to 10 days notice : 25 % of the workshop fee  
10 to 3 days notice : 70% of the workshop fee  
2 days or less notice :100 % of the workshop fee

However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing.

**Note:** It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change

## HOTEL DETAILS

JW Marriott Hotel  
Kuala Lumpur  
183 Jalan Bukit Bintang  
55100 Kuala Lumpur,  
Malaysia  
Tel : 603 2715 9000  
Fax : 603 2715 8111



Room Reservation shall be made by delegates directly with the hotel. To enjoy privileged room rates, please state you're attending an event organised by IBN. Contact Ms Ros at 03 2716 8106 for reservation.



**THE IBN CERTIFICATE**

Delegates who successfully complete this course will receive the prestigious IBN's Certificate of Achievement; a statement of Intelligence endorsed by world renowned subject matter experts.

## Program Customisation

To get the most value out of this workshop, participants will be required to complete a Pre-Course Questionnaire. This information will be used to tailor the workshop content and delivery methods to meet your specific needs. The Questionnaire will be sent to delegates immediately upon receiving the registration form.

## Workshop Investment

Early Bird

2 DAY WORKSHOP FEE  
RM 3990.00

EARLY BIRD REGISTRATION  
RM 3790.00  
(register before 24th November 2006)

GROUP DISCOUNT  
SAVE ADDITIONAL 10 %  
(for the 3rd and subsequent  
delegate from the same  
organisation)

Please complete this form immediately and fax to  
**603 - 9200 7946**

## PARTICIPANT DETAILS

Name 1 Job title

Name 2 Job title

Name 3 Job title

(name in full)

## INVOICE SHOULD BE DIRECTED TO

Company

Business Address

Name Job title Dept

Email Tel No Fax No

Name of Authorising Manager Job title

Signature Date

**This Booking Is Invalid Without A Signature**

## INFORMATION

For further information on this event,  
please contact our Program Managers  
at 603 92065800  
Or e-mail: [ibn@intel-biznet.com](mailto:ibn@intel-biznet.com)

WORKSHOP  
SCHEDULE

Registration	0830
Course begins	0900
Morning Refreshment	1030
Luncheon	1300
Afternoon Refreshment	1530
End of the day	1700



**Dr. Lakshmi Mohan**, fondly known as the "Mother of CRM" is a member of the Management Science and Information Systems faculty of the School of Business, State University of New York (SUNY). Before joining SUNY, she taught at the Sloan School of Management, M.I.T. and the Indian Institute of Management, Calcutta.

At SUNY, her empirical research on decision support systems (DSS), executive information systems (EIS) and management of information technology has been supported by over **US \$2 million in grants from Fortune 100 firms and government agencies**. Her current research interests are in Enterprise Systems including CRM, SCM and ERP Systems, E-Commerce and E-Business, Data Warehousing and Data Mining.

Her world wide teaching and consulting experiences, with a special focus on implementing information systems, has enabled her to transfer some critical board level strategy secrets on what it takes to make CRM work in an organization. She has led senior executive tutorials across the world including Argentina, China, India, Indonesia, Malaysia, Mexico, Singapore and South Africa. She has been invited by the Nanyang Business School, Nanyang Technological University, Singapore to teach the MBA course on CRM every year since July 2002. In March 2003, she was invited by the Graduate School of Business Administration (GSBA), Zurich, to conduct a two-day Workshop on E-Business for executives, and deliver a public lecture on "Re-thinking the Net: Where is the Value?" at the MBA Forum 2003. She received the Best MBA Workshop Award, which was presented to her at the Zurich MBA Congress in October 2003.

Dr. Mohan's clients include **Colgate-Palmolive, Dannon, Deutsche Bank, DuPont, General Electric, General Foods, Pepsi-Cola, Pfizer, Washington Post and Sumitomo Mitsui Banking Corp.** in the U.S.; the **Dharmala Group** (a large conglomerate in Indonesia), **Edgars** (the top retail store chain in South Africa), **Insitute Teknologi Mara**, the **Hotel Millenium Group in Monterrey, Mexico**, two leading banks in Singapore (**DBS Bank and United Overseas Bank**), **Singapore Airlines, Unilever, U.S. Department of Transportation**.

Dr. Mohan's executive tutorials are highly acclaimed for the practical takeaways provided to senior executives on the issues to be addressed in getting value from CRM. Her tutorial contents are routinely updated based on her research and consulting experience.