



DRIVING BUSINESS PERFORMANCE THROUGH CRM

CRM & customer experience –
customer relationship, satisfaction & loyalty

4-5
JUL
2019
(Thu-Fri)
Hong Kong





Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

Program Overview

Successful companies in today's competitive business environment keep customers central to their business strategy. Businesses should therefore focus on building long term customer relationships and concentrate on customer satisfaction in order to remain competitive.

Fine tuning its customer relationship marketing (CRM) initiatives requires that a company must practice good Customer Experience Management (CEM), the goal of which is to optimize interactions from the customer's perspective. This challenge has become even more relevant with the dynamic changes taking place in the market (such as the evolution of a digital world).

This program will explore the importance of CRM and how it may help a company improve its bottom line performance. It will also explore strategic options in managing Customer Experience as part of a more comprehensive CRM initiative.

Program Objectives

- Appreciate the value of shifting from a product-centric business to a customer-centric model in improving business performance
- Develop an understanding of how effective Customer Experience Management initiatives facilitate customer acquisition, retention, and growth in order to maximize customer value
- Appreciate the use of CRM and market analytics for improving business performance
- Utilize customer journey maps in designing a customer-centric marketing strategy

Upon completion of the program, participants will receive a certificate of participation issued by HKUST Business School.

Who Should Attend

This program will benefit middle to top management executives, sales and service managers, partnership and relationship manager, project managers, and team leaders.

Open Programs 2018 Participant Profile

Work Experience

Average 16 yrs

Master/ Doctoral degree holder
51%

39%
Bachelor degree holder

10%
Others

Academic Background

Position

Chairman, C Level Executives, President, Business Owner, Partner, Vice Chairman, Vice President, Executive Director, Managing Director, General Manager, Director, Regional Head, Department Head, Manager, Professionals, etc.



World Class Faculty

Professor Joseph Salvacruz

PhD, University of Kentucky

Professor of Business Practice, Department of Marketing

HKUST Business School

Professor Salvacruz has been a consultant, business adviser and executive training facilitator of various firms in the US, Philippines, New Zealand, Hong Kong and China. Among the firms that he has worked with are 3M, Accor Services, Airport Authority Hong Kong, AstraZeneca Pharmaceutical Co. Ltd., Bank of China (Hong Kong), China Mobile, China Telecom, DuPont, FERMAP, Henkel, Hong Kong Housing Society, L'Oreal, Market Solutions LLC, Michelin (China), Multifood (NZ) Limited, Novartis International AG, Pharmacia & Upjohn, Research Outlook (Dunkin Donuts Project), Rufflett, Torbitt and Castleman, Wrigley Asia Pacific Ltd. and various government agencies like the Department of Agriculture (Philippines), the US Agricultural Export Development Council and the HKSAR Government.

Professor Salvacruz has extensive teaching experience in MBA, MSc and executive education programs. He has won various teaching awards. He also serves as a consultant with the U.S.-based Market Solutions LLC—a leading food industry and agribusiness research and consulting firm serving business and trade associations worldwide.

In addition to teaching, research, and consulting, Professor Salvacruz had been actively involved with the management of a family restaurant and catering business, and a food trading company in the Philippines. He is currently a joint venture partner of a major real estate development company in the Philippines.

Program Content

How CRM provides competitive advantage

- Business Drivers: Customer performance drives bottom line performance
- Types of CRM

Components of a CRM Program

- Market segmentation and targeting
- Attracting valuable customers, and increasing the retention and “development” of high-value customers
- The importance of data analytics in CRM and strategic marketing

Measuring the Effectiveness of the Company's CRM Program

- The cost (and benefits) of effective acquisition, retention and growth
- Performance metrics and KPIs in a CRM world

Strategic Pathways to a Successful CRM

- Customer satisfaction concept and drivers
- Optimizing customer experience
- CRM and marketing strategy

Trends and Best Practices

- Market dynamics affecting CRM approaches
- Selected company/organizational highlights: Lessons learned from success and failures
- Experience sharing by industry speaker

Case studies and interactive exercises will be the main pedagogical tools to be used in delivering this program.

▪ Fees

| | |
|---|------------|
| Program Fee | HK\$16,500 |
| Early bird (by 24 May 2019) | HK\$14,000 |
| HKUST Alumni # or Corporate rate/Group participation* | HK\$13,000 |

Program fee includes tuition, all teaching materials, refreshment and lunch

Including participants of our open programs

* 3 or more concurrent registrations

▪ Program Schedule

4-5 July 2019 (Thu-Fri)

| | |
|------------------|-------------------|
| 9:30am – 12:45pm | Morning Session |
| 12:45pm – 1:45pm | Lunch |
| 1:45pm – 5:00pm | Afternoon Session |

Daily schedule is subject to change

▪ Venue

HKUST Business School Executive Education Suite
3/F, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

▪ Contact & Registration

Registration deadline: 14 June 2019

To register, please complete the registration form attached or online registration form and send the completed form with program fee by **cheque payable to “The Hong Kong University of Science and Technology”** to:

Mr. Garrie Pang, Program Officer

HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

☎ (852) 2358 8013 (Mr. Garrie Pang)
(852) 2358 7541 (Ms. Christine Chan)
☎ (852) 2335 5836
✉ ExecEd@ust.hk
🌐 www.bm.ust.hk/ExecEd

Program fee is due upon acceptance of application.

Program details will be sent to participants by email 2 weeks prior to the program commencement date. If participants do not receive it accordingly, please contact the program office.

Places are available on a first come, first served basis.

HKUST Business School reserves the right to make any amendments to the program without prior notice.

▪ Cancellation and Refund Policy

A 50% refund of program fee is available for cancellation received in writing at least 4 weeks prior to the program commencement date.



Website



WeChat

HKUST BUSINESS SCHOOL EXECUTIVE EDUCATION PROGRAM

REGISTRATION FORM

(Photocopy of this form is accepted)

Please return the completed registration form to our office:

Mr. Garrie Pang, Program Officer
HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science & Technology
Clear Water Bay, Kowloon, Hong Kong

✉ : ExecEd@ust.hk ☎ : (852) 2335 5836

Please affix your business Card here

Program Name & Date: _____

PARTICIPANT INFORMATION

Last Name (Mr / Mrs / Ms / Dr *) : _____

Given Name : _____

Name to be printed on the certificate : _____

Job Title : _____

Company : _____

Industry : _____

Job Responsibilities : _____

Correspondence Address (Office / Home*) : _____

Telephone : _____ (Office) _____ (Mobile)

Email : _____ Fax : _____

Highest Degree Obtained : _____

Work Experience (Number of years) : _____

If you are HKUST student or alumni, please fill in the following :

Program currently studying or graduated : _____

Year of graduation : _____ Student ID : _____

All information submitted will be kept confidential. Personal data will be used for the purpose of market research, program development and electronic direct mailing only.

Signature : _____ Date : _____

** Please delete where inappropriate*