

Is today the day your company becomes...



Thrilling
Loved
Admired
Wanted
Priceless?

Today is the day you discover Advanced Customer Experience Strategy

Leadership teams must face the unfaceable. Customer expectations have grown beyond yesterday's reliable service strategies, and the game has changed. Now is the time to truly understand—what is Customer Experience really all about? After an extensive review of what's working in the field of Customer Experience, AboutFace™ is launching a totally unique strategy workshop called ACES.

Join us for 2 days to engage in rigorous learning all about Customer Experience Strategy:

relevance

Current Trends • Strategic Choices • Competitive Advantage

insight

Unveil the mystique around customer experience tools and analysis
Discover where you currently are on the customer experience journey
Develop a strategic customer experience plan for your company

advantage

Calculate a financial snapshot of actual customer value
Capitalize on the values and drivers of today's customer
Allocate capabilities and resources toward loyalty creation





voice of customer (voc)

Select methods for listening to the VOC in a meaningful way
Determine types, frequency and measures of VOC feedback
Define most valuable target customer segments and categories

touchpoint engineering

Identify and map current experiences at multi-channel touch points
Leverage social networking, Web 2.0, and full-loop feedback
Design differentiated and customer-centered interactions



Develop a customized customer experience roadmap to identify strategies for:

people

Leadership and change management

process

Touchpoint redesign and engineering

product/service

Experience-based value proposition

technology

Full-loop feedback capability and measurement tools



date/location

October 13-14, 2010 • W Hotel Midtown, Atlanta, GA

registration fee

\$1795 per person. Includes continental breakfast and lunch for both days.

request an invitation

Visit www.aboutfacecorp.com/ce_ces_aces.cfm to request an invitation to ACES

Advanced Customer Experience Strategy

A B  U T F A C E

learn more & register for ACES:

www.aboutfacecorp.com/ce_ces_aces.cfm

phone: 678.989.2290 ext. 735