

# CRANFIELD CUSTOMER MANAGEMENT FORUM (CCMF)



CCMF sponsors the UK Customer Experience Awards 2013



As markets mature and competition intensifies, customer management becomes the principal source of sustainable competitive advantage. Leading organisations are synthesising business processes in marketing, sales and customer service into an overall excellence in selecting and developing customers to maximise customer profitability.

## ABOUT THE FORUM

*"Very good with significant food for thought and tools for action"*

The Customer Management Forum brings together pioneering thinkers from academia and across industry sector boundaries to share best practice and enable networking.

### Exchange of ideas:

Member organisations participate in a workshop every quarter, with up to three delegates per member. Workshops comprise case study and expert presentations, research reports and syndicate discussions. The forum enables plenty of open discussion and sharing of ideas between members.

### Latest research to share within your organisation:

White papers on themes including multichannel strategy, benchmarking CRM maturity, customer experience quality, sales through service, marketing accountability, and digital marketing.

### Learn from the successes and challenges of others:

Case study reports including on First Direct, DVLA, BP, BT Global Services, and General Motors.

## SOME RECENT SPEAKERS

Director of Insight & Loyalty, Sainsburys  
Head of CRM and Customer Experience, Emirates  
Global Head of Customer Management, HSBC  
VP Marketing, Hilton International  
Chairman, Dun Humby  
Customer Experience Director, Orange  
Head of Customer Service, John Lewis  
Global Programme Director, Sony  
Head of Channel Integration, Nationwide  
Head of Digital, Great Ormond Street Hospital  
Sales & Retention Director, National Savings & Investments  
Service Operations Director, EON  
Head of Online Marketing at Virgin Media



## RESEARCH TOPICS

Research topics are formed each year to respond to members' hot issues and deliver actionable advice.

### Recent and current research:

- Return on customer experience
- Engaging customers online
- Embedding social media in customer relationships
- Understanding what constitutes value for customers
- Optimising multichannel strategy
- Improving CRM effectiveness
- Tracking the channel-hopping customer
- Customising through data
- Making social work
- Outsourcing at the front line

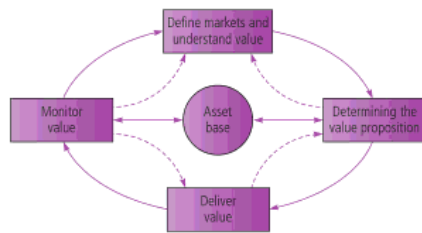
## MEMBER BENEFITS

*"Fantastic place to share thoughts and ideas, as well as find out what other people are doing in a safe environment"*

- Learn from the experience of others
- Network with thought-leaders
- Gain insights from other industries
- Trigger ideas about your own approach to customer management
- Provide input to the definition of research objectives and priorities for CCMF
- Exclusive early access to Forum research reports
- Access to reduced cost knowledge database systems
- Corporate discounts on tuition fees across a range of Executive Development Programmes

Transforming  
knowledge  
into action

## CUSTOMER MANAGEMENT STRATEGY



### ABOUT THE DIRECTOR

Professor Hugh Wilson is listed in the Chartered Institute of Marketing's global "Guru Gallery" of "the 50 leading marketing thinkers" ([www.shapetheagenda.com](http://www.shapetheagenda.com)). He has extensive industrial experience with IBM, Logica and NCR. He teaches CRM, multi-channel marketing, e-commerce and marketing planning at Cranfield. His books include "The Multichannel Challenge" (with Rod Street and Lindsay Bruce) and "Marketing Plans 7e" (with Malcolm McDonald), and he publishes widely.

### 2014 EVENTS

#### 12<sup>th</sup> February: Sustainability marketing 2.0 conference

Nudging our customers on the sustainability journey

#### 27<sup>th</sup> February: Experience and engagement

[Winners of the 2013 UK Customer Experience Awards](#)

#### 22<sup>nd</sup> May: Digital alignment

#### 18<sup>th</sup> Sept: Developing Customer Relationships

#### 27<sup>th</sup> Nov: Social media engagement

### FURTHER INFORMATION

*"Great theory. Good to be exposed to experts from other industries"*

Members include **Barclays, British Gas, Invesco, London Symphony Orchestra, Mercedes Benz Finance, Royal Bank of Scotland, SAS, St Andrew's Healthcare, 2020 Legal and HSBC.**

Forum membership costs £8,500 per year.

For further details and downloadable pdfs

see: [www.cranfield.ac.uk/som/ccmf](http://www.cranfield.ac.uk/som/ccmf)

Blog: [www.ccmfblog.com](http://www.ccmfblog.com)



*"Club membership enables you to make sense out of complex business issues. It is a learning experience and I always come away with more tools, insights and processes than I had hoped for. The meetings give an insight into how things are done by competitors or other similar organisations, and also provide opportunities to speak directly to, and learn from, a network of experienced and diverse professionals. One can also learn from real-world successes and mistakes through the various presentations."*



*"I have drawn on different club experiences in order to build a planning model which allowed us to create an acquisition plan for British Gas Services. The plan balanced value through ROI with volume, but uniquely took into account customer needs; reflecting future cross-sell/up-sell potential as well as aligning to the requirement for improved customer service."*

### Paul Collings

Channel Analytics Manager

Centrica - British Gas

Member since: 2003

Recently inspired by: David Robinson, President of Speedo – how a small player took on and beat the big competition through the Beijing Olympics. I was also impressed with Clive Humby and the Tesco story.

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