

→ RESEARCH AT CRANFIELD SCHOOL OF MANAGEMENT

# CRANFIELD CENTRE FOR STRATEGIC MARKETING AND SALES

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## CRANFIELD CUSTOMER MANAGEMENT FORUM

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, IBM, 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.

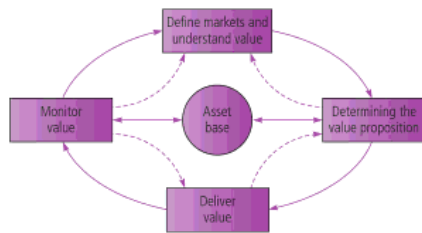
#### Recent and current research:

- 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
- 25% off Cranfield marketing & sales open programmes



### ABOUT THE DIRECTOR

Professor Hugh Wilson is listed in the Chartered Institute of Marketing's global "Guru Gallery" of "the 50 leading marketing thinkers alive today" ([www.shapetheagenda.com](http://www.shapetheagenda.com)). He has extensive industrial experience with IBM, Logica and NCR. He now teaches CRM, multi-channel marketing, e-commerce and marketing planning at Cranfield. His books include "The Multichannel Challenge" (with Rod Street and Lindsay Bruce, 2008) and "Marketing Plans 7e" (with Malcolm McDonald 2011), and he publishes widely in academic and practitioner journals.

### 2012/2013 EVENTS

**9th February:** Embedding social media in marketing practice  
**10th May:** Measuring and improving marketing effectiveness  
**27th September:** Managing marketing innovation  
**22nd November:** Orchestrating great customer experience  
**28th February:** CRM: The next generation  
**16th May:** Multichannel comes of age

### FURTHER INFORMATION

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

Members include Barclays, BP Lubricants, British Gas, Co-operative Banking Group, Invesco, London Symphony Orchestra, Royal Bank of Scotland. 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)



Chartered CPD Programme  
 The Chartered Institute of Marketing

Cranfield Customer Management Forum is certified by the Chartered Institute of Marketing for Continuing Professional Development (CPD)

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*"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.



*"The clubs are a great opportunity to meet and share experiences with people facing similar challenges across a range of sectors and organisations. Our membership enables our organisation to gain perspectives and ideas from outside its normal peer group of professional bodies."*



*The Royal Institution of Chartered Surveyors sees customer experience as a key driver of loyalty for both our members and our wider customer base. Keeping up to date with latest thinking, research and practical experience in this area is important for us and our research club membership provides a great forum through which to do this. Ideas from the club meetings are being directly applied in a project to audit and benchmark the current customer experience. From this we will be creating a programme to improve both channel management and customer experience."*

### Marcus Potter

Director of Membership  
 Royal Institution of Chartered Surveyors  
 Member since: 2009

Recently inspired by: I particularly enjoyed Sue Wilmot's presentation on the process Orange have used to deploy improved CRM and customer experience.

### MANAGEMENT THEMES AT CRANFIELD SCHOOL OF MANAGEMENT

- Business economics and finance
- Business performance management
- Corporate responsibility and sustainability
- Developing people and global careers
- Entrepreneurship and business growth
- General management
- Information systems
- Innovation and operations management
- Leadership
- Market, sales and client relationships
- Programme and project management
- Strategy, complexity and change management
- Supply chain and logistics management