



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Customer Experience Management Online Program

A Management Development Course for Achieving
Business Profitability, Loyalty, and Sustainability,
through Excellent Customer Service

Program starts 5 July 2021



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OVERVIEW

Many companies today are challenged to provide bold, exceptional customer touchpoints that deliver positive experiences compared to the competition. With the advent of social media and online platforms, customers view experiences surprisingly in simple terms, and everything nowadays boils down to a five-star rating customer experience. It is currently an effective barometer of customer interactions with the business at various touchpoints.

Mostly, companies struggle to provide a five-star customer experience because they still lack a complete, accurate view of how well their customer experience strategy is performing. There is a massive disconnect in the company practices and customer viewpoints, which we call as the "experience gap." Although it is a proven fact that satisfied customers can help support your business through positive recommendations, which would drive more revenues and profitability from new referral sources of business, then how come there are still some businesses that do not pay close attention to providing excellent customer service?

It is maybe because profitability in business is often tied to competitive marketing and sales strategies. However, in today's environment and context, profitability can no longer be managed by simply tweaking the difference between revenues and expenses. Modern research shows that Excellent Customer Service has a more lasting effect on business profitability, loyalty, and sustainable business model.

The hospitality industry may have created the standards of "Five Star Customer Experience", but the concept, model, and framework could easily be applied to many different businesses and industries. You can learn from the industry leaders who were able to get to that position by providing excellent service to their customers. **Customer Experience Management** is a management development course recommended for business leaders in retail, restaurants, hotels, hospitals, banks, business process outsourcing, telecommunications, and the airline industry, to help them achieve business profitability, customer loyalty, and a sustainable business model, through excellent customer service.

PROGRAM OBJECTIVES

Course Participants would better understand the following concepts:

- Achieving sustained profitability thru 5 Star Customer Experience (CX)
- Defining how good your business is doing
- What is Service Quality
- What are the components of a Customer Journey
- How to Provide a Five Star Customer Experience
- Understanding the following concepts
 - Various Key Performance Indicators for different industries
 - The Balanced Scorecard
 - The Upside-Down Organizational Chart
 - Managing the Customer Experience
 - Why an engaged customer is better than a happy one



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu

PROGRAM SCHEDULE

July 5, 7, 9, 12, 14, 2021
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

YOUR PROGRAM FACULTY



Vlademir A. Reyes

Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



WHAT YOU WILL LEARN

- Why every organization has to have a good set of Vision, Mission & Values
- Successful Operations have a strong focus on a Balanced Scorecard:
 - The Guest
Understanding the different touchpoints in a Customer Journey
100% focus on taking care of the customer to achieve High Satisfaction Rating to generate repeat business
 - The Team
100% focus on your most valuable asset. Need to take care of every member of the Team for them to deliver desired outcomes: Productivity, Attitude & Job Satisfaction
 - The Processes
Proper Onboarding & Training of new team members, Commercial Savviness of the Commercial Team, Quality Driven Operations that have a persistent inspection and audit routine; Asset Preservation (Preventive Maintenance, Renovation Schedule)
 - The Bottom Line
If and only if all of the above items are achieved in earnest can this parameter be delivered in abundance: Profitability, Reputation, Upward Trajectory

KEY BENEFITS

- Understand that providing a '5-Star' service experience to customers should be ingrained in every team member working in your organization.
- Become the champion and advocate for the Customer Experience in your organization to drive profitability and competitiveness
- Develop world-class skills that can lead to career growth and development

WHO SHOULD ATTEND

Business owners, executives, managers, leaders, supervisors who want to provide a 5 Star Customer Experience in their company. Including those in charge of teams who are delivering customer service and driving business profitability and competitiveness.

Industries: Retail, Restaurants, Hotels, Hospitals, Business Process Outsourcing, Banks, Telecommunications, and Airlines.



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Your Program Faculty



Vlademir A. Reyes

Adjunct Faculty
Asian Institute of Management

Although Vlad entered the University of the Philippines as a Mechanical Engineering major, he shifted course within his first year. He followed his passion for specializing in hospitality to be able to provide ultimate guest satisfaction to his guests. He has been with the hotel industry for almost 40 years – having worked in the US, China, and South + Southeast Asia.

Vlad has always been associated with upper class and luxury hotel brands like Hilton Worldwide, Pan Pacific Hotels Group, the Peninsula, and the JA Resorts & Hotels in various positions including General Manager, Cluster General Manager and Country Manager (China). In 2014, Hilton Nanjing Riverside, which was being managed by Vlad, won 3 top awards including 'Highest increase in Hotel EBITDA,' "Highest Increase in Food & Beverage Revenues," and "Highest increase in total Hotel Revenues" amongst the almost 40 Hilton Worldwide hotels in China. He was also awarded the Hilton Asia Pacific "Chief Executive Award for 1999" when he led the successful opening of the Maldives Hilton.

He is now an independent consultant in Manila, focusing on assisting businesses in delivering top-notch guest satisfaction as a means of achieving higher profitability.



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