

“Customer Experience Management & Customer Engagement 2015”

CUSTOMER EXPERIENCE MANAGEMENT

- Customer Experience Management in the New Digital Age
- Leveraging Social Media for enhanced CEM Experience: Case Study
- How to Build Winning Campaigns Using Existing Customer Content
- Defining a Successful Customer Experience Management Strategy to Win Customer's Today and Tomorrow
- Learning Customer Experience and How to Drive Customer Loyalty as a Result
- Voice of the customer: Integrating Digital Voice to Cut through the Clutter Across Multichannel Mix Drives Engagement

CUSTOMER ENGAGEMENT

- Customer Touch Points vs. Brand Experience: How to Analyze Touch Points and Brand Experience for Better Communicate & Engage Customers
- A Holistic Framework to Enhance Customer Engagement
- Using Big Data & Analytics to Unlocks Insights that Win Customers and Grow your Business
- Practical Social Media Mining: Applying Social Data to Real Business Decisions
- Engaging Your YOUNG Age Customers through Social and Digital Communication Channels: Case Study
- Measuring & Tracking the Effectiveness of Customer Engagement & Loyalty Program to Optimize Profitability

Featuring Executive Across - Industry Panel of Guest Speakers Include:

Ms. Piyanuch Meemok, Head of Digital Strategy, Mindshare

Mr. Rattapon Techalertsiramongkol, Digital Marketing Manager, AP (Thailand) Public Co., Ltd.

Ms. Yossaporn Rengpian, Digital Director, mlInteraction Co., Ltd.

Ms. Wichitra Khemalaap, Managing Director, Immediate Resources Ltd.

Mr. Adilfittree P. Sutjareat, Managing Director, Index Creative Online Co., Ltd.

Mr. Saravut Tupaviroj, Deputy Head of Social@Ogilvy, Ogilvy & Mather Advertising

Wilas Chamlertwat Ph.D., Co-Founder, Sharpener Ecademy Co., Ltd.

Ms. Kanokporn Nitheranont, CEO, 3 RD Co., Ltd.

Ms. Viriya Vorakittikul, President, CSN Research Ltd., Honorary Advisor of The Thailand Marketing Research Society

Ms. Kanita Tungworapojwitan, CS Director, Intage (Thailand) Co., Ltd.

Mr. Andy Tan, Consultant- Customer Intelligence, SAS Singapore

Who Should Attend?

Members of Board, VPs, Directors, Heads, and Managers across all industries involved in:

• Customer Experience • Customer Engagement • Customer Relationship Management • Client Relationship Development • Customer Lifecycle Strategy • Customer Insight & Satisfaction • Customer Analytics • Customer Loyalty • Customer Retention • Customer Service • Customer Marketing • Digital/Mobile Marketing • E- Marketing • Branding • Digital/ Social Media • Data Analytics

For more information, please contact Khun Rossarin 086 245 1519, 02 982 9564 / Email: rossarinc@idf-asian.com

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