

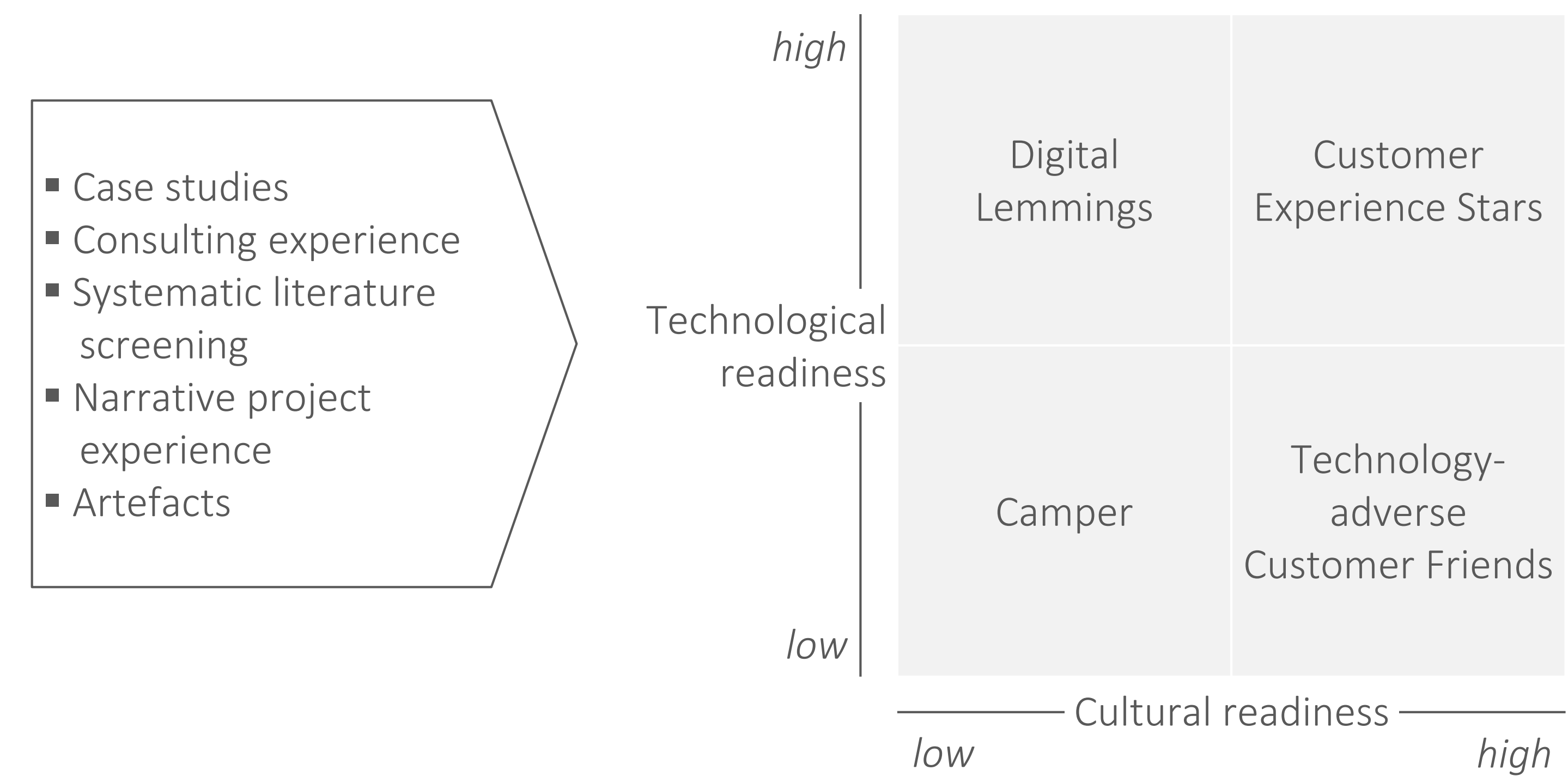
# Customer Experience Management

## A secret weapon to master digitization in the meeting & event industry?

Prof. Dr. Stephan Bingemer | Prof. Dr. Martin Ohlwein  
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### A critical assessment of the technological and the cultural readiness to capitalize on Customer Experience Management is a key to success

Archetypes of firms implementing Customer Experience Management



### In order to leveraging the potential of digitization, long-term commitment and a systematic approach are mandatory

Best practices to successful implementation of Customer Experience Management

- 1 Understand CEM as a top management priority – positive experience is not a given
- 2 Make regular use of customer input concerning technology
- 3 Optimize processes from the customer's point of view
- 4 Define roles and interfaces using a systematic and clear approach
- 5 Align your organization to the customer journey
- 6 Implement professional change management and communication procedures
- 7 Establish processes of continuous improvement in your daily business routine

### Depending on the status quo, achieving the position of a Customer Experience Star might take more than seven years

Effective routes to Customer Experience Management excellence

