



Minnesota

Burke Research Seminar: Designing and Managing Best-in-Class Customer Engagement Programs

Brought to you by the Minnesota Chapter of the American Marketing Association
Co-sponsored by UnitedHealth Group & The Research Edge™ LLC
Tuesday, September 26, 2017 8:30 a.m. – 5:00 p.m.

Customer engagement is a key strategic tool for companies to manage its customer base. By performing insightful data analytics and effectively communicate the findings, an organization will be able to allocate resources and increase sales. Save money and travel costs for this one-day session with the premier market research training company, Burke Institute.

This seminar is designed for marketing professionals – market researchers as well as market managers and others who want to understand how to use design and manage best-in-class customer engagement programs. Both B2B and B2C markets will be covered. See the second page for more details. What you'll learn:

- Define differences between customer centricity, satisfaction, engagement and experience.
- How to build the case for a customer engagement program.
- Understand current measurements and common myths associated with the measurement and management of customer engagement.
- Linkage analysis toward demonstrating the ROI of investments in customer engagement.
- How to set goals, do action planning and customer journey mapping.

About the Burke Institute:

For the past 30+ years, The Burke Institute has trained more than 80,000 marketing research and insights practitioners from around the world, through both public and in-house customized marketing seminars. Burke presents an unbiased look at various research practices, not just the proprietary viewpoints of a specific supplier. Take advantage of the AMA and the Burke Institute collaboration to save you travel cost, time, and effort by attending this seminar in the Twin Cities. Please visit www.burkeinstitute.com for more information.

About the seminar leader:

Dr. Kunal Gupta is one of the foremost authorities in the customer engagement and experience area. He serves as a senior level advisor to Burke's clients as well as to the company's internal project teams concerning the design and analysis of customer satisfaction studies, and studies linking customer, financial, employee, and operational measures. He draws from rich experience in the academic as well as the corporate world. He will be sharing stories and examples from a wide range of industries that he has worked with including technology, packaged goods, financial services, pharmaceuticals, and telecommunications. He is a co-author of the book "Decision Equity: The Ultimate Metric to Connect Marketing Actions to Profits." Check out testimonials at <http://www.burkeinstitute.com/SeminarLeader/Detail/ace16040-b535-4dff-b62b-9240e8fa7b93>

About the co-sponsors:

UnitedHealth Group is a distinctively diversified health and well-being company headquartered in the United States, and a leader worldwide in helping people live healthier lives and helping make the health system work better for everyone. We are committed to introducing innovative approaches, products and services that can improve personal health and promote healthier populations in local communities. Our core capabilities in clinical expertise, advanced technology and data and health information uniquely enable us to meet the evolving needs of a changing health care environment.

The Research Edge™ LLC is a full service provider of market research to help you keep your competitive edge.

Register early - limited to 30 people. Deadline: September 12, 2017

Check out our Web site at: www.mnama.org

Seminar Outline

I. BUILDING THE CASE FOR CUSTOMER CENTRICITY, CUSTOMER ENGAGEMENT AND CUSTOMER EXPERIENCE:

- Difference between customer satisfaction, centricity, engagement and experience.
- Customer Centricity: Minimizing churn and optimizing retention. Building an ROI-based case for customer centricity.
- Customer Engagement: Building a case for customer engagement. Benefits of measuring customer engagement.
- Customer Experience: Brand touchpoints and journey mapping to understand each customer experience.
- Metrics to use to measure loyalty/engagement/experience.

II. COMMON MYTHS ASSOCIATED WITH THE MEASUREMENT AND MANAGEMENT OF CUSTOMER BASED PROGRAMS:

- Case studies / conundrums around beliefs such as:
 - All customers are created equal.
 - Customers want to have a relationship with the firm.
 - Firms must strive to delight customers in every interaction.
 - Monopoly organizations should not care about customer engagement.
 - Firms must strive to achieve a 100% customer engagement score.
- The customer engagement toolkit for B2B and B2C.
- The customer engagement toolkit for manufacturing and service organizations.

III. LINKAGE ANALYSIS TOWARD DEMONSTRATING THE ROI OF INVESTMENTS IN CUSTOMER BASED PROGRAMS :

- The key for success of any customer based program is linkage research and analysis.
- Scope of linkage - upstream and downstream linkage analyses. Various 'units of analyses' for linkage research.
- Projection of survey results to predict outcomes and estimate dollar impacts, outcomes and changes.
- Common challenges associated with linkage.
- Case illustrations
- Recommended process and summary

IV. GOAL SETTING, ACTION PLANNING, AND CUSTOMER JOURNEY MAPPING.

- A common framework for goal setting.
- Ten alternate methods for goal setting and best practices.
- Action planning and accountability: Importance of closing the loop.
- A six-step process for implementing action plans.
- Customer journey mapping process and information.

Cost:

AMA Member (before September 5)	\$495	AMA Member (after September 5)	\$595
Guest (before September 5)	\$595	Guest (after September 5)	\$695

Registration Deadline: September 12, 2017. Registration is limited to the first 30 people. Payment is required in advance. **No refunds will be given after September 12.** Register on-line at <http://www.mnama.org/>.

If you have any questions, contact the AMA Minnesota Office at 651-917-6241.

Date: Tuesday, September 26, 2017

Location: UnitedHealth Group (Park in the ramp behind the building)
9700 HealthCare Lane
Hopkins, MN 55343

Time: 8:30 a.m. – 5:00 p.m.

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