

Is today the day your company becomes...



Thrilling  
Loved  
Admired  
Wanted  
Priceless?

## Today is the day you discover Advanced Customer Experience Strategy

Leadership teams must face the unfaceable. Customer expectations have grown beyond yesterday's reliable service strategies, and the game has changed. Now is the time to truly understand—what is Customer Experience really all about? After an extensive review of what's working in the field of Customer Experience, AboutFace™ is launching a totally unique strategy workshop called ACES.

Join us for 2 days to engage in rigorous learning all about Customer Experience Strategy:

### relevance

Current Trends • Strategic Choices • Competitive Advantage

### insight

Unveil the mystique around customer experience tools and analysis  
Discover where you currently are on the customer experience journey  
Develop a strategic customer experience plan for your company

### advantage

Calculate a financial snapshot of actual customer value  
Capitalize on the values and drivers of today's customer  
Allocate capabilities and resources toward loyalty creation





### **voice of customer (voc)**

Select methods for listening to the VOC in a meaningful way  
Determine types, frequency and measures of VOC feedback  
Define most valuable target customer segments and categories

### **touchpoint engineering**

Identify and map current experiences at multi-channel touch points  
Leverage social networking, Web 2.0, and full-loop feedback  
Design differentiated and customer-centered interactions

Develop a customized customer experience roadmap to identify strategies for:

**people**

Leadership and change management

**process**

Touchpoint redesign and engineering

**product/service**

Experience-based value proposition

**technology**

Full-loop feedback capability and measurement tools



### date/location

September 16-17, 2009 • W Atlanta Midtown  
188 14th Street NE, Atlanta, GA 30361

### registration fee

\$1795 per person. Includes continental breakfast and lunch  
for both days and a networking dinner.

### register online

Visit [www.aboutfacecorp.com/aces](http://www.aboutfacecorp.com/aces) to register for ACES

### special offer

CEOs attend for FREE when accompanying 2 paid registrations

## Advanced Customer Experience Strategy

A B  U T F A C E

learn more & register for ACES:  
[www.aboutfacecorp.com/aces](http://www.aboutfacecorp.com/aces)  
phone: 678.989.2290 ext. 736