The Henley Centre For Customer Management

Membership Programme 2020 - 2021

Maximising value through relationships

hccmsite.co.uk
The **Henley Centre for Customer Management** (HCCM) is a unique collaboration between business and academia whose aim is to promote and encourage excellence in customer management. Together members create a genuine opportunity to harness the forward thinking that delivers growth; building transferable knowledge and turning it into effective practice. HCCM is renowned for its **Spirit, Insight, Team, Approach and Impact.**

**Spirit**

HCCM works as a partnership between member organisations, academics and visiting industry experts. The spirit of collaboration through open and honest dialogue, sharing of best practice and challenging existing assumptions runs through the Centre. Members build a network of like-minded individuals in customer focused organisations, learning through field visits and real life examples.

**Insight**

Customers are the drivers of business success. Delighting existing customers and attracting new ones through delivering the best possible customer experience is fundamental to achieving sustainable competitive advantage. Being easy to do business with and staying agile in an increasingly competitive environment requires authentic insight into how to stay ahead - understanding how organisational climate feeds into customer experience; how to improve the “stickiness” of relationships through better customer loyalty; how to harness the new social media driven business models.

**Approach**

At the heart of HCCM is collaboration: working together to develop excellence in customer management (CM). Each year, members identify their key challenges. These are used to develop bespoke research projects and to guide the choice of speakers for the workshops and the annual conference that make up the programme. Workshops also showcase members’ approach to CM and provide in-depth networking opportunities.

**Team**

HCCM is supported by an expert team of academics, researchers, practitioners and doctoral students in the field of CM, led by Professor Moira Clark. Moira is a Professor of Strategic Marketing at Henley Business School and a renowned expert on customer experience. Tony Harrington is HCCM’s Assistant Director and Daniel Bateman is the main contact point for member and event enquiries.

**Impact**

The success of HCCM is measured through the positive impact it makes on our member’s organisations. By harnessing academic thinking and industry expertise around shared issues, the focus is on delivering tangible improvements in customer experience.
Customer experience is everything. From the first click of a mouse to a delivered parcel; from the answering of a call to the handshake on a deal; and from the livery on a van to the logo on a uniform. You need to manage that experience, for you and for your customers.

The Henley Centre for Customer Management was established in 2006 to support organisations who are looking to achieve the very best experience for their customers. Members work with experienced academic researchers to discuss the critical issues facing them. Together, they identify the top priority questions to which they seek practical answers.

The annual programme of workshops is then developed to address those questions – through topic briefings by industry experts, best practice examples shared by other organisations and the latest academic thinking. For key questions where new research is needed, the HCCM team commission academic reports and presentations for members. In this way, members are introduced to new thinking, new models and new processes.

Each year some 10 - 15 organisations take part in HCCM, many of them leaders in their sector. Members contribute to the research programme, take part in the hands-on workshops and have privileged access to the centre's research and to the library of historical reports and information that has been collected over the years. The annual membership fee is £10,500 plus VAT and the programme runs from January to December. Each year.

We have two managed start dates for membership, January 1st and July 1st, when new members will have the opportunity to influence the research agenda. However, if more convenient, members can join at any point during the year.

If desired, 2 or 3 year memberships are also available at discounted rates of £18,000 and £23,000 respectively.

More information on the benefits of membership and details of the programme can be found overleaf and on the website at hccmsite.co.uk

Members build a network of like-minded individuals in customer focused organisations, learning from field visits and real life examples.

Comments from our members

Joining HCCM was one of the best things we have done as a business

Variety - always come away with something to think about

Great opportunity to listen to inspiring speakers

When we get back to the office - we review the learning and always try to do at least one thing differently going forward

The Henley Centre for Customer Management works with organisations in the spirit of collaboration to promote customer focus and service excellence to develop memorable customer experiences.
Members benefit from immersive engagement with research insight, in the company of best practice champions and leading edge academics.

The Centre brings organisations together with expertise to identify and take on challenges, and to formulate strategies. We will help you to:

- Promote and encourage excellence in customer experience.
- Advance your knowledge in customer management.
- Develop new thinking in a highly practical way.

**Membership benefits:**

- In-depth networking opportunities with other leading companies through a series of hands-on workshops and member open days.
- Opportunity to learn from a wide range of speakers from leading practitioner companies, academic institutions and consultancies.
- Sustainable competitive advantage through practical guidance towards implementation of customer management in the member company.
- Best practice examples of customer management from rigorous original research into exemplar companies.
- Practical and time-saving reviews of customer management through regular reports and papers.
- Privileged access to key strategic research reports 6 months before general release, giving first mover advantage.
- Forward facing website provides company profiles and other relevant public information.
- Members-only area on the website gives access to a discreet discussion forum and a wealth of accumulated expertise and key data:
  - Event calendar giving early access to agendas
  - Our library of more than 60 research reports and white papers on a wide range of subjects
  - Our slide presentation repository containing more than 400 presentations
  - A search facility to identify appropriate reports and presentations

Other benefits include the ability to book overnight accommodation when desired, discounts on Executive Programmes at Henley Business School, and a wide range of privileged PR opportunities.

HCCM publishes new research reports each year based on questions and insights from the members. All of our reports and white papers can be found on the website.

**Recent research:**

- What makes a great customer experience?
- Culture and climate
- Managing Outsource Relationships
- Online Customer Experience
- Developing a Social Media strategy
- Collaborative Innovation and Co-Creation
- Customer Effort
- Trust is the new Black
- Personalisation
- Linking Customer Experience to Business Performance
- The Sharing Economy
- The Dark Side of Customer Relationships
- Tailoring Propositions for Fairness and Equality

**Recent Speakers:**

- Parm Singh - Microsoft
- Mark Evans - Direct Line
- Paula Stannett - Heathrow
- Laura Brown - Harrods
- Ben Page - Ipsos Mori
- Caroline Smith - 3M
- Greg Reed - Homeserve
- Darren Bridgestock - Lloyds Banking Group
- Richard Laughton - easyCar
- Nicola Millard – BT
- David Wilson - Facebook

Being easy to do business with and staying agile in an increasingly competitive environment requires authentic insight into how to stay ahead...
Each year, member organisations are entitled to places at a number of events and activities. Our approach is to take input from the members so that the content is focused on their chosen areas of interest.

Workshops
There are at least 4 one day workshops in the annual membership cycle that runs from January to December. For each workshop, members are entitled to three places.

The schedule is designed to provide the opportunity for members to be involved in our research projects and also to be updated on relevant issues of interest to them. These meetings will typically include expert presentations, practitioner briefings and working sessions.

At the start of the cycle, the planning workshop identifies the key customer management challenges facing the members.

The next two workshops provide opportunities for field visits, each hosted by a member or a best practice practitioner. The host will organise up to half of the programme and this will give them the opportunity to ‘showcase’ their approach to customer service. Recent hosts have included 3M, Huntswood, Homeserve and the Co-op.

The final workshop takes place at Henley, and involves the presentation of the results of the research projects undertaken during the year.

In addition, members have the opportunity to schedule an internal workshop with HCCM attendance.

Annual Conference
Members are entitled to two free places for the annual conference. Additionally, we also invite members to bring one guest to the conference. Many choose to invite a key client or supplier as a way of strengthening relationships. Other additional places can be booked at a preferential rate.

Regatta Day
Members are again entitled to at least one free place for themselves and may be accompanied by a guest. The table below shows all calendar dates that are currently planned up to the end of 2021.

### Planned Calendar Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop</td>
<td>Feb 27th, 2020</td>
<td>Member hosting opportunity with guest speakers, industry &amp; academic</td>
</tr>
<tr>
<td>Workshop</td>
<td>May 28th, 2020</td>
<td>Member hosting opportunity with guest speakers, industry &amp; academic</td>
</tr>
<tr>
<td>Regatta Day</td>
<td>July 3rd, 2020</td>
<td>Half day conference and an opportunity to cruise the Henley Regatta course</td>
</tr>
<tr>
<td>Workshop</td>
<td>Sep 23rd, 2020</td>
<td>Member hosting opportunity with guest speakers, industry &amp; academic</td>
</tr>
<tr>
<td>Annual Conference</td>
<td>Oct 22nd, 2020</td>
<td>Hear from a world-class panel of academic and practitioner speakers</td>
</tr>
<tr>
<td>Workshop</td>
<td>Dec 1st, 2020</td>
<td>Results of the annual research program, guest speakers, industry and academic</td>
</tr>
<tr>
<td>Planning Workshop</td>
<td>Feb 25th, 2021</td>
<td>Members input to research programme, Guest speakers, industry &amp; academic</td>
</tr>
<tr>
<td>Workshop</td>
<td>May 13th, 2021</td>
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Our core team below are supported by members of the Henley Business School faculty as well as by an international network of academic contacts and business practitioners.

Professor Moira Clark - Founder and Director, HCCM
Moira Clark is Professor of Strategic Marketing at Henley Business School as well as Director of The Henley Centre for Customer Management. Moira is a leading expert in the area of Strategic Customer Management. She also serves as a consultant to a number of leading UK and European companies.

Her main area of research and consulting is in Customer Management, Customer Experience, Customer Retention and Internal Marketing. She has worked extensively in the area of culture and climate, its impact on retention and loyalty and the critical linkages between employee behaviour and customer retention.

Tony Harrington - Assistant Director
Tony Harrington is Assistant Director for the Henley Centre for Customer Management.
Tony has 30 years’ experience in the IT industry as well as 15 years specialising in Sales and Marketing to the Financial Services Industry.

In 2001, he left Unisys Ltd where he was Financial Services Sector Marketing Director for the UK and Continental Europe and founded 4Fold Marketing Services Ltd to provide business-to-business marketing services to his clients. These range from event management to marketing plan development and facilitated client discovery workshops, all with a strong customer focus.

Daniel Bateman - Client Relationship Executive
Daniel Bateman is the Client Relationship Executive for the Henley Centre for Customer Management. In his role for HCCM, Daniel is the main contact point for member enquiries and is the event organiser for the various workshops, events and annual conference that take place throughout the course of the year.

Daniel joins HCCM with over 8 years’ experience working within the retail and production industries, working with new and small businesses to develop and initiate best-practice approaches to customer experience delivery and streamlining business administration.

Andrew Myers - Research Director
Andrew has over 30 years’ experience as a management researcher, gaining his skills as an academic, and then working as a research consultant on projects for over 70 organisations in both private and public sectors. His main areas of interest include market research, measuring customer satisfaction, new product development, and customer management.

As Research Director, Andrew is responsible for coordinating and managing research projects throughout the programme, the outcomes of which lead to white papers that are shared with members, and academic publications.

Ian Traynor - Associate Director & Visiting Fellow Henley Business School
Ian Traynor has been in business for over 35 years, beginning his career in the Utilities sector, working across many business units. He has specialised as a Sales and Marketing Director in both B2B and B2C businesses, beyond Utilities – covering Telecommunications, Tech, Retail Financial Services (Banking/Insurance/Pensions & Investments). Latterly, Ian has embarked upon an Interim and Consulting career, managing a variety of roles.

Ian joins Moira and the team in enhancing further the HCCM client discovery workshops and harnessing the outputs of research for the benefit of members.

HCCM is also supported by an expert team of academics, researchers and practitioners in the field of Customer Management.
The Centre aims to attract an annual membership of around 15 organisations, each a leader in their sector. We aim for wide ranging membership made up of large or small companies, public or private sector, B2B or B2C focused. We believe that this diversity has a direct impact on our success and practical outcomes for or members.

Current and recent members include:
HCCM is a unique collaboration between business and academia whose aim is to promote and encourage excellence in customer management. Together members create a genuine opportunity to harness the forward thinking that delivers growth; building transferable knowledge and turning it into effective practice.

To find out more, email us at: hccm@henley.ac.uk or call Daniel on: (0)7970 929880 or visit: hccmsite.co.uk