

Henley Masterclass

Customer Orientation: Managing the perfect journey

½ day seminar – free of charge
Presented in cooperation with TDC

PROGRAMME

Why is customer orientation of increasing importance? And what makes a perfect customer experience for the 21st Century Customer?

The biggest Danish Telecompany, TDC, has faced this area of importance and in 2009 launched a new corporate strategy called TAK (Tag Ansvar for Kunden). Therefore TDC is right now going through a very interesting transformation process and CEO, Henrik Poulsen, will involve participants in this “Customer Experience Journey” from strategic planning to the point of execution.

Professor Moira Clark from Henley Business School is an expert within this area. By drawing on recent international research she will give her view on how to deal successfully with Customer Orientation from a Customer Experience Perspective.

The aim of this Masterclass is to give participants some practical and theoretical “take aways” to put into immediate considerations within their own organizations.

AGENDA

- 08:30-09:00 Coffee and sign up
- 09:00-09:15 Welcome by Henley and VP Heine Stenholt, TDC
- 09:15-09:45 Why the TAK Programme, CEO Henrik Poulsen, TDC
- 09:45-10:30 Execution and Learnings, VP Customer Experiences, Tomas Lykke, TDC
- 10:30-11:00 Coffee break
- 11:00-12:30 Customer Orientation: From a Customer Experience Perspective, Professor Moira Clark, Henley Business School
- 12:30-13:00 Sandwiches and networking

MASTERCLASS TUTOR

Moira Clark is Professor of Strategic Marketing at Henley Business School as well as Director of Enterprise & Applied Research Centres. Her major area of research and consulting is in Customer Management, 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. She is a frequent keynote speaker at many public and in-company seminars and conferences around the world.



DATE, TIME & PLACE

- 21 September 2010
- 09:00-13:00
- TDC A/S
Operations
Teglholmsgade 1
0900 København C

HOSTED BY



WHO SHOULD ATTEND

Directors, managers and others interested in optimizing management of their customers. Or someone who wants to get a feel for the learning style at the Henley MBA and CBL programmes.

REGISTRATION

The seminar is free-of-charge and you are welcome to bring a friend or colleague, but registration is required because of a limitation of seats.

Deadline for registration is 13 september.

 **SIGN UP HERE:**
www.henleynordic.com