

HENLEY CENTRE FOR CUSTOMER MANAGEMENT

SPIRIT | INSIGHT | APPROACH | IMPACT | TEAM

Membership Programme 2022



Henley
Business School

UNIVERSITY OF READING

Where business comes to life

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The **Henley Centre for Customer Management (HCCM)** is a unique collaboration between business and academia, created to develop and encourage excellence in customer management practice.

Our member-directed research agenda builds transferable knowledge focused on the issues that matter most to our members, while our interactive events programme equips our members with the tools needed to turn actionable insights into best practice within their organisations.

Together with our members, and through collaboration with expert practitioners, thought leaders and customer experience (CX) specialists, we create a genuine opportunity to harness the forward thinking that delivers growth, enhances customer engagement and develops a culture of innovative improvement for success.

Continue reading to explore our membership benefits in more detail...

Membership Benefits

We work with our members to tailor each membership to their specific organisational goals, which means the benefits we offer are many and varied.

1

RESEARCH

- Member-directed research agenda
- Research reports and best practice case studies released during programme
- Access to research reports six months before general release
- Practical guidance for implementing cutting-edge customer management projects

2

EVENTS

- HCCM workshops – 3x free places for delegates from each member organisation
- HCCM annual conference – 2x free places plus 1x place for client or collaborator
- Henley Regatta conference – 1x free place plus 1x place for a guest or client
- 1x individual workshop/engagement designed with the member organisation

3

NETWORKING

- In-depth networking opportunities at all of our events
- Opportunity for member organisations to host workshops
- Support for further connection through member services and HCCM team

4

FURTHER BENEFITS

- Opportunity to partner with Henley Careers for access to Henley graduates
- Members-only website access, providing downloadable reports and other resources
- Access to Henley facilities and assistance with booking accommodation, meeting rooms, event hosting, etc.

We are also happy to discuss further possible benefits suggested by our members, using their feedback to directly improve our programme and the benefits we offer.

For further information or to discuss our benefits in more detail, please contact Ellie Done: e.done@henley.ac.uk | +44 (0) 1491 418768

Our Philosophy

We at the HCCM are proud of our core philosophy, which focuses on our

SPIRIT | **INSIGHT** | **APPROACH** | **IMPACT** | **TEAM**

SPIRIT

The spirit of collaboration – through open dialogue and sharing best practice – runs through the Centre and creates an environment in which members can innovate to transform their customer experience

INSIGHT

Our member-directed research programme delivers actionable insights into delivering improved customer experiences, enabling members to reinvent their customer journeys to delight existing customers and attract new ones

APPROACH

The HCCM has developed an exciting approach to communicating the findings created by our research programme, guiding our members towards best practice through a series of interactive workshops and conferences

IMPACT

The success of the HCCM is measured through the positive impact our research and activities have on our members, enabling success in those we support through delivery of our programme each year

TEAM

The HCCM is supported by a specialist team of academic experts, researchers, directors, practitioners and doctoral students in the field of customer experience, led by our director, Professor Moira Clark

Read on to discover more about the HCCM and our core values...

The HCCM works with members in the **spirit** of collaboration, promoting customer focus and service excellence to develop truly memorable customer experiences

Spirit



Our members work together in the spirit of collaboration to embed new learning and to create new networks drawn from our diverse membership, with support from our expert team.

Sharing insights from past initiatives allows members a chance to reflect on current practice with fresh eyes, while also helping others to avoid the unnecessary mistakes and pitfalls that might arise on a similar journey.

The HCCM provides an excellent platform for networking through our events and activities throughout the year, and facilitates connections both between members and with external experts to foster further collaboration.

RECENT MEMBERS



CURRENT MEMBERS



Please visit henley.ac.uk/hccm for further information



RECENT RESEARCH TOPICS

- What makes a great customer experience?
- Culture and climate
- Managing outsource relationships
- Online customer experience
- Complaints management
- 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

- Stuart Eames – Waitrose & Partners
- Ben Page – Ipsos MORI
- Ben Lyons – Co-op
- Clive Humby – Starcount
- Parm Singh – Microsoft
- Matt Palframan – YouGov
- Mark Evans – Direct Line
- Nicola Millard – BT
- David Wilson – Facebook
- Paula Stannett – Heathrow
- Laura Brown – Harrods
- Caroline Smith – 3M
- Gary Booker – Rentokil Initial
- Martin Holloway – Homeserve
- Darren Bridgestock – Lloyds Banking Group
- Gordon Scorer – London Wildlife Trust

RECENT CASE STUDIES

- John Lewis & Partners – Customer Centricity
- HomeServe – Customer First
- Co-op – Complaint Handling

Members benefit from immersive engagement with research **insight**, in the company of best-practice champions and leading-edge academic researchers

Please visit henley.ac.uk/hccm for further information

The HCCM delivers actionable insights with our exciting **approach** to communicating key research outcomes through our programme of interactive workshops and conferences each year

Please visit henley.ac.uk/hccm for further information

Approach



OUR EVENTS

WORKSHOPS

We offer members three delegate places at four one-day workshops in the annual programme.

Each workshop will include expert presentations, academic insights and group-work sessions, with discussion around the themes considered throughout the day.

INDIVIDUAL ENGAGEMENTS

In addition to our workshops we also offer our members an individual engagement, tailored to meet the specific needs of each organisation.

The individual engagements can take many forms, such as directed team coaching sessions, company-wide addresses, presenting at external events, and meetings with C-suite – as well as everything in-between.

ANNUAL CONFERENCE

Our annual conference is our biggest event of the year, and includes presentations and best-practice case studies from some of the most exciting organisations delivering inspiring customer experiences.

Our conference also offers a great opportunity to network with a large audience of practitioners, each focused on customer-centricity and exploring innovative new approaches to customer management.

REGATTA CONFERENCE

A highlight of the year for many of our members, our Regatta conference includes a morning of presentations from industry and academic experts, followed by lunch on the river and a unique opportunity to cruise the Henley Regatta course.



Impact



We are proud of the impact we have on our members and their organisations, and strive to make a difference by engaging with CX leaders to improve their customer experience and business performance. We also ensure members have first-mover advantage on all of our research outcomes and reports, giving a distinct advantage in a competitive market.

We are regularly asked to present findings and insights uncovered through our membership research programme at external conferences and practitioner events, advancing best practice across the industry and enabling the conversations within organisations that facilitate change and drive innovation.

COMMENTS FROM OUR MEMBERS



Excellent speakers, engaging and credible – great topics with meaningful, good content and relevant



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



A great insight into other businesses and how they are driven by customers' experiences



Super investment of time – memorable!



Variety – always come away with something to think about



Amazing quality of presenters and great case studies to bring things to life



Great opportunity to listen to inspiring speakers

The benefits of being a member of the HCCM are measured through the positive **impact** that working with us has on your organisation



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

Please visit henley.ac.uk/hccm for further information

Our core **team** is 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, and its impact on retention.

The HCCM is also supported by an expert team of academics, researchers and practitioners in the field of customer experience:



**Emerita
Professor
Susan Rose**



**Associate
Professor
Anne Dibley**



**Dr Cristiana
Raquel Lages**



**Dr Rashe
El Gendi**



**Dr Sarah
Mitchell**

Please visit henley.ac.uk/hccm for further information

Team



Dr 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 co-ordinating 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

Ian has been in business for over 35 years, beginning his career in the utilities sector and 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 and retail financial services (banking/insurance/pensions and investments).

Ian has recently embarked on 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.



Tony Harrington

Executive Director

Tony's focus is 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 services range from event management to marketing plan development and facilitated client discovery workshops, all with a strong customer focus.



Ellie Done

Client Relationship
Executive

Ellie is the Client Relationship Executive for the Henley Centre for Customer Management, and is the main contact for HCCM member enquiries.

Ellie organises the annual conference and the various workshops and events that take place throughout the course of the year, and provides members with updates and information on all of our activities.

Ellie joins the HCCM with over eight years' administration experience having previously worked with The Henley Forum and NHS.

Joining the HCCM

Joining the HCCM will offer you the opportunity to explore best practice in customer management in order to improve your customers' experiences.

We will enable you to access the insights and forward thinking revealed by expert practitioners and leading academics through our programme, empowering you to action real change and deliver reportable benefits within your team and wider organisation.

Membership is charged as an annual fee of **£10,500** + VAT from date of entry

- Two- or three-year memberships are also available at preferential rates of **£18,000** + VAT and **£23,000** + VAT respectively
 - We can accommodate payment by instalment where required
-

If you and your organisation are interested in joining the HCCM, or would simply like to explore the opportunities offered through membership further, please contact either:



Ellie Done – Client Relationship Executive

✉ e.done@henley.ac.uk

📞 +44 (0) 1491 418768

or



Tony Harrington – Executive Director

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