

WORKSHOPS

SMG POWER USER EXCHANGE 2012

IDEAS IN MOTION

The Value & Influence of Mobile in Retail

With the explosion of mobile technology, online and in-store shopping and dining experiences may never be the same. Join Kasey Lobaugh, Deloitte Consulting's Multichannel Retail Practice Leader, as he presents the details of a recent study on the role and influence of mobile technology on the shopping experience. Discover insights from this groundbreaking study and participate in a discussion of how mobile technology trends are transforming the dynamics of the customer experience.

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How Social Media Impacts Consumer Insights

Are you listening to what people are saying about your organization online? Customers are talking about their in-store experiences and their overall brand perceptions through thousands of sites. In this session, we will uncover meaningful insights behind billions of posts. Our social media expert will lead a discussion-driven session that details the power of ongoing social media monitoring and its impact on your strategic and operational decisions. You will:

- Gain understanding of the social landscape
 - Learn the value of ongoing monitoring and analytics
 - See how an SMG client has used social media to identify and solve a business problem
 - Hear about future plans for social media integration into SMG's v5 reporting website
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Brand as a Complementary Listening Post

Amplify your knowledge of what drives customer attitudes and experiences and understand what affects a customer's intent to visit and recommend your brand. You will learn:

- How to track brand perceptions
- How to price a new product/concept
- How to determine consumer attitudes in a given area

Employee Engagement = High-Value Consumer Experience

Your employees have the power to create a remarkable experience with your brand. Join us for an interactive session where we'll share insights around the drivers of satisfaction on which your staff have the most influence. Learn:

- What customers say are the biggest drivers of satisfaction within retail, restaurant, and grocery locations
 - How employees factor into key drivers of the customer experience
 - How you can bridge the gap between customer and employee experiences
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Mapping the Customer Journey

Learn how customer journey maps can provide an ideal model for understanding, diagnosing, and communicating the ecosystem of interactions that comprise the customer experience. We'll show you how journey mapping, when done well, provides a comprehensive view of the cross-channel, end-to-end customer experience from the customer's point of view. In this session, we'll provide:

- An overview of our approach to customer journey mapping
- A look at some of our customer journey mapping tools and best practices
- An interactive journey mapping exercise

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MAXIMIZING IMPACT

Responsibly Engaging the Field Early in Your Program

Learn different ways to set expectations regarding your program and driving early engagement. We will discuss how to educate the field and earn their trust in your program, and share some tools managers can use to help drive improvement. We will review:

- Examples of successful program communication
- Best practices in creating field engagement and excitement
- Case studies on how clients have used data to engage the field

Introduction to Your v5 Reporting Website

Whether you are new to SMG or new to the reporting website, this session will provide the basics of utilizing the v5 reporting website.

Learn the basics, including:

- Navigation
- Basic report building
- New and upcoming features

***Please note: Laptops are required for this interactive session. This will allow attendees to get the most out of their experience.*

Advanced Techniques for Your v5 Reporting Website

SMG's reporting website has many features and reports that can enhance your understanding of what drives satisfaction and loyalty for your organization. If you have a basic understanding of the reporting website and would like to learn about more advanced reports, join our resident reporting website guru for this hands-on session.

In this session we will cover:

- Advanced crosstabs and text analytics reports
- Daypart analysis and trend reports
- New and upcoming features

***Please note: Laptops are required for this interactive session. This will allow attendees to get the most out of their experience.*

The How, Why and When to Refresh Your Program

Could your program use a little boost? Is it time to refresh and re-engage? If you answered "yes" to one or both of these questions, join us for this interactive session where we will discuss:

- How to make small changes to revitalize your program
- How and when to make larger changes to re-launch your program

How to Stop Gaming Once it has Been Identified

Attempts to manipulate scores distort customer feedback. This session will show how to identify and address this behavior so you can make better decisions via your customer satisfaction data. You will:

- Learn about the different types of gaming and how to combat them with proactive measures
- Discuss what you can do to stop gaming once it has been identified

The Long and Short of Survey Length

Technological advancements have made it easier to survey customers about their experiences. As a result, customers are inundated with requests to take surveys.

Organizations face the challenge of maximizing the amount of useful information collected on their surveys without overburdening respondents. With so many requests for feedback, how do you make sure your customers will respond to your survey? We will:

- Examine the impact of survey length on survey participation and discuss best practices for keeping survey length manageable and survey respondents properly motivated
- Discuss how emerging data collection trends (e.g., increased smartphone usage) and customer experience models (e.g., popularity of the Net Promoter Score) create additional motivation for managing survey length