

Executive Diploma in Service Marketing 2.0 – Digitalised Customer Experience Management & Loyalty Marketing

服務營銷2.0 - 數碼化客戶體驗和忠誠度營銷管理

2 September - 9 December 2020



EXECUTIVE DIPLOMA IN SERVICE MARKETING 2.0 – DIGITALISED CUSTOMER EXPERIENCE MANAGEMENT & LOYALTY MARKETING

Gross Domestic Product (GDP) generated through service industries in Hong Kong and Mainland China is becoming more and more significant in recent decades. Without doubt, effective service marketing strategy is also the top agenda item for every senior executive. Along with the transformation and widespread use of digital technology and other digital-driven marketing tactics, conventional service marketing techniques and know-how has also evolved, along with the change of both online and offline behaviours.

Service Marketing 2.0, Customer Experience (CX) Strategy and Loyalty Marketing cover the entire Customer Lifetime Cycle Management. It is one of the hottest C-Suite agendas in most of the Customer-Centric Organizations. It charts clear and important management framework to maximize management effectiveness for Customer Acquisition, Development, Retention/Loyalty, Win-Back and Communication activities.

WHAT YOU WILL LEARN

This interactive course will use the most appropriate sets of customer experience, service design and auditing tools and adopt some remarkable examples in both HK and in the US. In light of current digital transformation changes, social behaviour, needs and demand alternation, corporations should research, design, map and gauge consumers' perceptions and expectations by robustly building up and managing day-to-day customer lifecycle. They should simultaneously maximize customer lifetime value (CLTV) through various content, product, communication and loyalty marketing strategies.

OBJECTIVES

1. To increase participants' understanding of the strategic importance of Customer Experience Strategy and Brand Loyalty for Corporates in the digital generation.
2. To critically analyse and discuss some of the successful Customer Centric Organizations in different regions.
3. To equip and upgrade participants' knowledge and competencies on the Customer Experience Management Framework Design and Service Gap Auditing.
4. To improve participants' understanding and response to the change of customer expectation through end-to-end customer experiences strategy in the digital generation.
5. To increase participants' understanding of the growing trends and impacts of VR/AR, Human-to-Robot, Big Data in the customer journey.

WHO SHOULD ATTEND

- C-suite level or Key Sales, Marketing & Service Executives
- Functional Heads and Middle-level Managers of Customer and Service management functions
- Start-up entrepreneurs
- Anyone who is interested and keen on CX and brand loyalty

DATES AND TIME

Wednesday
2, 9, 16, 23, 30 September; 7, 14, 21, 28 October;
4, 11, 18, 25 November; 2, 9 December 2020
7:00 pm - 10:00 pm

VENUE

CYMA Charity Fund Management Development Centre
The Hong Kong Management Association
2-4/F Pico Tower
66 Gloucester Road
Wanchai HONG KONG

FEE

HKMA Member: HK\$8,800
Non-member: HK\$9,600

LANGUAGE MEDIUM

Cantonese (supplemented with English/Chinese materials)

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CONTENTS

- 1. The evolution from Service Marketing to Customer Experience Strategy and Loyalty Marketing in digital age (What drives the changes? The Rise of Digital Community)**
服務營銷理念的演化
 - The impact and transformation of Customer-Centric Organizations for Banks, Insurance, Airlines, Retails in Hong Kong, China and APAC region
- 2. Introduction of Service Quality Auditing Model (SERVQUAL)**
服務質量審核模型介紹
 - The importance of managing Perception and Brand Promise
 - Case Analysis by SERVQUAL
- 3. Introduction of Customer Value Analysis (CVA) and its application**
介紹客戶生命周期管理、客戶價值分析
 - Introduction of Voice-of-Customers (VOC) Research Methodology and its importance in the feedback loop
- 4. Introduction and showcase of Customer Journey Mapping (Global Retail Banks, Airlines and Retail)**
介紹客戶旅程圖
- 5. Managing Digital Customer Experience and Customer Engagement with emerging technology (Contents, Omni-channel, Wearables, O2O, VR/AR, Human-to-Robotic Services & Big Data & AI)**
利用新興技術管理數碼化客戶體驗和客戶契合度
- 6. Introduction of Brand Loyalty Concept**
介紹品牌忠誠度的概念和應用
 - Development of different loyalty bonds and patterns (Contractual, Location, Professional & Prestige)
 - Loyalty Marketing Strategy and Case Review
- 7. Managing Customer Lifetime Value (CLTV) and Customer Management Strategy**
客戶終生價值 (CLTV) 和客戶管理策略
 - Overview the best practices and outstanding Customer Loyalty Programs in Hong Kong, Mainland China and the APAC regions
 - Understand the impact of digital technology, Omni-channel and Big data towards future Loyalty Practices

LECTURERS

Dr Andy Luk

Being trained and incubated by Amazon in Seattle, Dr Andy Luk is a seasoned entrepreneur, academic practitioner and digital strategist in start-up, digital technology (AI & Robotics), digital marketing, customer experience management, loyalty marketing and neuromarketing with keen interests in South East Asian countries, particularly in Thailand.

He was appointed senior leadership roles in the Global 1000 companies such as HSBC, MetLife and Bertelsmann Group between 2000 and 2015. In 2008, Dr Luk was appointed as Strategic Consultant by AIS Thailand to give instrumental advice to steer the company's business development.

As a renowned advisor, moderator of regional summit and thought leader in various organizations' digital transformation journeys, Dr Luk successfully championed digital transformation projects for AXA, AIA, the HKSAR Government, State Council of China (Telecom Practice), Cathay Pacific Airways, Swatch Group, Biotherm and Disneyland China. In the past 10 years, Dr Luk has overseen over 30+ advisory projects in the APAC region.

Dr Luk is also active in education and corporate training. He has been appointed as the Trainer & Adjunct Assistant Professor by HKU School of Professional and Continuing Education, City University of Hong Kong, Hong Kong Polytechnic University, University of Worcester, UK, Chulalongkorn University, Thailand and University College Dublin, Ireland since 2007. Concurrently, he also facilitates digital education training programmes for an NGO founded by McKinsey & Co, Hong Kong Electric and Hongkong International Terminals.

Dr Luk holds a Doctorate in Business Administration with University of Surrey, UK and an honorable Master of Science in Marketing with University College Dublin, Ireland. He is also a Certified Management Consultant, Chartered Marketer and Certified CRM Specialist.

ENQUIRIES

General Enquiry & Enrolment: 2774-8500 or 2774-8501

Fax: 2365-1000

<http://www.hkma.org.hk/edsm>

For course details: Ms Christine Choy: 2774 8517

Email: christinechoy@hkma.org.hk

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EDSM-83725-2020-1-P 2 September - 9 December 2020

Fee: HKMA member: HK\$8,800 Non-member: HK\$9,600

* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given. The Association will issue certificates based on the details and name format as given in this form.

Name (Mr / Ms) _____ 姓名: _____
(Surname) (Other Names) (中文)

HKID Card No. (For verification of the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Nature of Business (e.g. Retail), please specify: _____

Job Function (e.g. Accounting), please specify: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma Other Diploma
 Matriculation Form 5 / HKDSE Others (Please specify): _____

Total Number of Years of Working Experience _____ Years of Working Experience in Course-Related Field _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Sponsorship: Self-sponsored Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

Our company undertakes to pay the course fee for the above applicant

Name of Contact Person _____ Telephone No.: _____

Position _____ E-mail: _____

Signature: _____ Company Chop and Date: _____

From where did you FIRST learn about this Programme?

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from Other Websites (please specify): _____ Online Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify): _____ Exhibition: Jobmarket Career & Education (EJEX) Others (please specify): _____

■ This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.

Personal Data Collection Statement

- The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, placement, course research and statistical matters.
- Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

Applicant's Declaration

- I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
- I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

- I understand that all handout materials obtained in class are strictly for my own educational purposes.
- I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____