

Program Overview 2014

Forrester Leadership Boards are exclusive peer groups for exchanging best and next practices to win in a disruptive marketplace.

- › **Prepare for rapid change.** Our powerful networks help you anticipate the impact that technology change will have on your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Increase your effectiveness.** Exclusive content equips you to improve your programs and results.

The Customer Experience Council comprises approximately 210 senior-level customer experience executives for both B2B and B2C organizations.

Top Member Challenges

Members' challenges drive the Customer Experience Council agenda throughout the year. Common challenges include:

- › How do I get executive support and adequate resources to meet my organization's key customer experience objectives?
- › How do I develop and implement a customer experience strategy?
- › How do I track improvements from our customer experience program to ensure that we're driving business results?
- › How can I map the customer journey to uncover the root causes of customer experience problems?
- › What systems and practices should I put in place to create a more customer-centric culture across my organization?

HOW THE CUSTOMER EXPERIENCE COUNCIL CAN HELP

The Customer Experience Council program overview is created and updated based on the needs of our members and includes a variety of meetings and deliverables. We support our members through:

- › **Facilitated problem-solving with your peers.** As a Customer Experience Council member, you are part of a trusted global community of customer experience leaders. Forrester proactively organizes and facilitates ongoing in-person and virtual events as well as one-to-one member exchanges designed to tackle your most pressing challenges.
- › **Exclusive content.** Members benefit from several unique deliverables, including customized workshops and case studies. These deliverables are exclusive to members.
- › **A dedicated advisor for personalized support.** Each member of the Customer Experience Council works with a dedicated advisor who will partner with you to create a plan to address your key objectives and challenges and to ensure that you most effectively utilize your Customer Experience Council resources.

SAMPLE EVENTS CALENDAR 2014

All topics listed below will be virtual events unless indicated as an “In-Person” event.

Q1

January	February	March
21 2014 Research Outlook	12 Making It Easy At BT Retail	5 In-Person: Regional Member Meeting, Boston
	26 In-Person:Regional Member Meeting, New York	18 The Best And Worst Of Mobile User Experience
		25 In-Person: Regional Member Meeting, Baltimore/Washington, DC Area
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q2

April	May	June
10 In-Person: Regional Member Meeting, Chicago	12 In-Person: EMEA Member Meeting, London	23 In-Person: North American Member Meeting, New York
16 Customer-Centric Culture	20 Strategy	24-25 In-Person: Customer Experience Forum East, New York
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q3

July	August	September
23 Customer Understanding	14 Governance	9 Customer-Centric Culture
		18 Measurement
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

Q4

October		November		December	
8	Design	6-7	In-Person: Customer Experience Forum West, Anaheim, California	3	Customer Understanding
TBA	In-Person: North American Member Meeting	17	In-Person: EMEA Member Meeting, London	11	Strategy
		18-19	In-Person: Customer Experience Forum EMEA, London		
Ongoing advisor, peer, and analyst calls		Ongoing advisor, peer, and analyst calls		Ongoing advisor, peer, and analyst calls	

*Subject to change prior to distribution of final event invite.