

# Program Overview 2015

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 how technology change affects your customers and business.
- › **Increase confidence in your decisions.** Dedicated advisors connect you one-on-one with peers who share your experience.
- › **Improve your effectiveness.** Exclusive content equips you to improve your programs and results.

The Customer Experience Council comprises approximately 225 senior-level customer experience executives at both business-to-business (B2B) and business-to-consumer (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 measure customer experience quality and track experience improvements to ensure that we are driving business results?
- › How do I use customer journey maps to uncover the root causes of customer experience problems and design the right solutions to fix them?
- › How do I engage employees to deliver the right customer experience and create a more customer-centric culture across my organization?
- › How do I create seamless and consistent experiences across channels and touchpoints?

## 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 2015

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

### Q1

January	February	March
13 Harnessing Employee-Driven Ideas Using A CX Portal	11 The Power Of Disciplined Simplification	24 In-Person: Regional Meeting, Atlanta, GA
	24 In-Person: Regional Meeting, New York, NY	25 In-Person: Regional Meeting, San Francisco, CA
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q2

April	May	June
14 Bridging CX And UX	7 UX Organization Design	15 In-Person: North American Spring Member Meeting, New York, NY
16 In-Person: Regional Meeting, Chicago, IL	20 Building A Customer-Focused Organization At Humana	16-17 In-Person: Customer Experience Forum East, New York, NY
24 In-Person: Regional Meeting, Minneapolis, MN		23 North American Spring Member Meeting Recap
28 In-Person: EMEA Member Meeting, London, UK		
28-30 In-Person: EMEA Marketing Leadership Forum, London, UK		
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

### Q3

July	August	September
9 Bridge The Digital Customer Experience Execution Gap	20 How A Word-Of-Mouth Business Case Can Win Executive Support For Customer Experience	1 Pay It Forward Program: Employee Engagement
Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls	15 In-Person: Marketing Leaders Summit, Sydney
		Ongoing advisor, peer, and analyst calls

### Q4

October	November	December
21 In-Person: North American Fall Member Meeting, San Francisco, CA	12 Leveraging The Customer Experience Index (CXi)	2 Convergence Of CX And Brand
22-23 In-Person: Customer Experience Forum West, San Francisco, CA	16-17 In-Person: Customer Experience Forum EMEA, London, UK	
Ongoing advisor, peer, and analyst calls	17-18 In-Person: EMEA Autumn Member Meeting, London UK	
	19 In-Person: Regional Meeting, Toronto, ON	
	Ongoing advisor, peer, and analyst calls	Ongoing advisor, peer, and analyst calls

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