

Customer Management Leadership Group

a joint initiative of



The **Customer Management Leadership Group** is a network of senior executives who share a passion for achieving consistent and sustainable value for their organisations by aligning the needs of customers, stakeholders, partners, employees and suppliers.

It has been created jointly by **SECOR Consulting Limited** and **Manchester Business School**, one of the leading Business Schools in Europe.

The Group addresses the diverse subjects of Customer Relationship Management (CRM), customer centricity, customer service management and market orientation and creates a focal point for the development and delivery of original and compelling customer management strategies.

The group will consist of senior executives from both public and private sectors, leading academics in customer management-related fields and experienced practitioners in the implementation of customer centric change.

Further details on the **Customer Management Leadership Group** are included in the attached membership contract. If you are interested, and want to learn more, contact Suzanne Hedger at **SECOR Consulting Limited** on 020 8942 0252 or email shedger@secorconsulting.com.

To join the **Customer Management Leadership Group** all you need to do is complete the attached contract and return it to:

CMLG Programme Administrator
SECOR Consulting Limited
86-88 Coombe Road
New Malden
Surrey
KT3 4QS

Customer Management Leadership Group

Membership Contract

The Customer Management Leadership Group is a joint initiative of SECOR Consulting Limited and the Manchester Business School, one of the leading business schools in Europe. The Leadership Group is a forum to develop understanding, theory and practical application in the arena of customer focused business and services.

The mission of the Customer Management Leadership Group is to create a dialogue between members that will:

- **Identify and facilitate transfer of best practice customer management (from strategy driving through to detailed operation)**
- **Create new knowledge about customer management**
- **Enable the membership to be at the 'cutting edge' of customer management thinking and implementation.**

The group will consist of senior executives from both public and private sectors, leading academics in customer management-related fields and experienced practitioners in the implementation of customer centric change.

Benefits

The Leadership Group will deliver an annual programme of collaborative seminars and research to a programme developed with members in areas of key challenge to their organisations.

Members will be able to:

- **send two delegates to three keynote seminars a year** - where the latest thinking on customer management is presented and discussed and best practice experiences/learning exchanged. Each seminar will tackle a specific issue
- **attend three workshops a year** – in which subjects chosen by the membership are explored in depth.
- **receive two research reports a year**, which provide analysis on specific customer management-related topics. Members will have access to the reports at least three months before they are made available more widely
- **access a dedicated website** limited to two members only where reports and research will be available and relevant news will be posted
- **use a help facility**, whereby issues can be channelled through the designated contact for discussion with a specialist within a given timescale
- **enjoy free Corporate Membership of the MBS library**, considered one of the best business libraries in Europe
- **join study tours** that will be organised at cost if the Group feels these would be of benefit.

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Other benefits

- **Network** - The Group will give members access to a network of organisations and senior management pursuing excellence in customer management in a wide range of sectors.
- **Ideas** - about what works, what does not, and why. This is a forum for experts wishing to learn more - practitioners, consultants and academics who will share reports of success and failure from several perspectives.
- **Knowledge** - Members will learn from other organisations facing the same challenges and opportunities as they do. How do others compute customer value? How do they integrate sales, service and operations? How do they measure performance?
- **Research** - Members will benefit from groundbreaking research that the Group sponsors. What do you need to know to make your customer management strategy more effective? Highly qualified researchers who work only on the Group's assignments will find out.
- **Effectiveness** - Members will get a better return from their customer management investment in people, processes and platform. They should save wasted resource on unnecessary, inappropriate solutions.

Membership

Members will represent a specific brand or service in the Leadership Group. In the case of a group of companies comprising a number of separately branded businesses, the distinct organisations will be invited to join the Leadership Group individually.

The signatory below will be deemed the appointed contact for the member organisation until otherwise advised. The appointed contact will be responsible for the member organisation's use of the Leadership Group overall and will be consulted about the forward programme. He/she will be sent all material and invitations and will be expected to appoint the most appropriate delegates to attend the various events.

Communications with members will be co-ordinated by the Programme Administrator at the offices of SECOR Consulting Limited, 86-88 Coombe Road, New Malden, Surrey, KT3 4QS. The telephone number is 020 8942 7272 and fax 020 8942 0252.

Fees

The annual fee for corporate membership of the Customer Management Leadership Group is £15,000 plus VAT at the applicable rate.

The fee is charged annually in advance. Any review of the membership fee will be advised at least three months in advance.

Membership will be renewed automatically unless notice of termination is given by either party at least one calendar month prior to the anniversary of joining.

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Signed for and on behalf of the member organisation:

Name

Job Title

Organisation

Address

Email

Telephone number

Signature

Date

Please return the signed contract to:

CMLG Programme Administrator

SECOR Consulting Limited, 86-88 Coombe Road, New Malden, Surrey, KT3 4QS

Signed for and on behalf of the Customer Leadership Group:

Name

Job Title

Organisation

Address

Email

Telephone number

Signature

Date

For Office use only

Invoice number

Date

Payment received

Date