

Customer Experience Council

Forrester's Customer Experience Council is a peer-networking group in which senior-level executives collaborate to craft more effective customer experience strategies and tactics for their Web sites and other channels. By executing on this fresh thinking, Council members can improve user experience in order to increase customer loyalty and drive business results such as higher sales or reduced call-center volumes.

PEER-NETWORKING COMMUNITY.

A unique venue for best practices, improving processes, and driving business results.

The experience of the Council membership as a sounding board for critical decisions is reinforced by Forrester's more than 24 years of experience researching how consumers and businesses consider, buy, and use technology. Through the combination of Forrester's proprietary research and analysis and the collective wisdom of fellow Council members, executives gain the insight they need to capitalize on the strengths of today's customer experience best practices.

This unique knowledge base helps customer experience executives accelerate their team's skills and development through best practices, benchmarking, and innovative concepts across the range of customer experience topics, including design and usability, personas, metrics and analytics, Web site design, Cross-channel design and Voice of the Customer programs.

SERVING COUNCIL MEMBERS THROUGHOUT THE YEAR.

Details Of A Comprehensive, Robust Program.

EXCLUSIVE OFFERINGS INCLUDE:

Customer Experience Council Member Meetings

Meetings focus on a member-driven agenda and include both working and social gatherings to maximize networking opportunities. These are held twice per year in conjunction with Forrester's showcase forums..

Member Teleconferences

Six times per year, the Council hosts one-hour interactive presentations that focus on members' pressing issues. Examples of discussions include:

- Customer Experience Metrics: What metrics do customer experience professionals use to evaluate the experiences they deliver? How do you use these metrics to make business decisions?
- Benchmarking Your Customer Experience: What sites and cross-channel experiences should you compare your own to?
- Collecting & Using Customer Insights: How do you build a best practice Voice of the Customer Program?

Member Navigation

The Forrester Relationship Team is proactive in contacting members to help them solve individual business issues around marketing technologies and topics. The team is focused on maximizing the value of members' experience within the Council community.

Regional Dinners

In keeping with the desire to facilitate member interaction, networking, and community, the Council hosts dinners at convenient locations across the country throughout the year that can feature expert guest speakers.

Ad Hoc Research Requests

These are member-initiated requests for quick studies of important marketing issues, or are collections of relevant benchmark and practices information.

Preferred Conference Services

In addition to two free seats for a Forrester showcase conference, Customer Experience members receive a suite of preferred conference services, including an executive lounge available for meetings, breaks, networking, and wireless access, as well as reserved seating for all keynote sessions and seminars.

Forrester Member Access

Customer Experience Council members receive all the benefits of a Forrester RoleView™ Member seat including data-driven research and unparalleled technology insight.

Research Expertise and Insight

You benefit from Forrester's experience researching how technology change affects business — and user experience in particular.

Unlimited Inquiry

With Inquiry, members have the opportunity to ask questions of any Forrester analyst and receive responses via phone or email. Customer Experience Council members get unlimited 30-minute Inquiries, access to Forrester's subject matter experts, and pragmatic, forward-thinking advice.

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Membership delivers:

Unrivaled networking opportunities

Your dedicated Relationship Team facilitates networking — including direct member interaction — using their knowledge of the members and their ability to bring them together when applicable and strategic. The team maximizes members' experience within the Council community and helps solve individual business issues around planning, analysis, and communication.

Insight and vision from industry leaders

Customer Experience Council peers are some of the sharpest minds in the profession. These high-level customer experience executives understand your concerns and can provide exceptional advice based on first-hand experience. Historically, members of the Council have been very generous with their time, acting as a knowledgeable sounding board as well as a source of advice, guidance and best practices.

Anticipation of change and alignment of strategies

Forrester analysts are thought leaders who chart the next phases for customer experience strategy and design and usability best practices. Their expertise helps our clients align their business and technology strategies to keep pace and anticipate change.

Knowledge of what's important to customer experience executives

The Council Advisor is in regular contact with all of the members, providing insights about new research, as well as upcoming Council events, meetings and surveys.

For More Information On Joining The Customer Experience Council

We invite you to consider the Customer Experience Council as a source of best practice development and benchmarking, an invaluable resource of experts and peers, a thought partner, and a forum for discussion and learning. It is a unique opportunity to increase your personal effectiveness and your company's success through enlightened customer experience leadership, team development, and innovative usability ideas. If you would like to talk directly with us about how a membership with the Customer Experience Council could benefit you or your colleagues, please contact your account representative, email us at flb@forrester.com, or call our headquarters at one of the numbers listed.

The logo consists of the word "FORRESTER" in a white, sans-serif font, centered within a dark green oval shape.

Making Leaders Successful Every Day