

5TH CUSTOMER LOYALTY PROGRAMME & CRM CHINA SUMMIT 2013

Main Conference 4-5 Jun 2013 | Pre-conference Workshop 3 Jun 2013
Pullman Shanghai Skyway, China



“Win the Competitive Market through Successful Customer Loyalty Programs and CRM amid New Dynamics such as Social Media”

Post-Conference Report

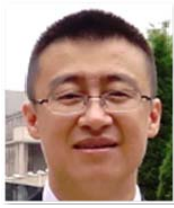
第五届客户忠诚计划及 CRM 中国峰会 2013 会后报告

- 社会化媒体趋势下如何发展成功的客户忠诚计划及 CRM 来赢取竞争激烈的市场

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BERLINDA LIM
Country Manager
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The Wall Street Journal Asia is the leader in global business news for Asia. Since 1976, it has provided indispensable news and analysis of regional and global business developments for an influential pan-Asian audience of corporate and government decision-makers. The Journal Asia has been voted “most important business reading” amongst all international dailies in Asia in every “Business Elite Asia” study (formerly ABRS) since the survey’s inception in 1985.

亚洲华尔街日报是亚洲领先的全球商业新闻出版物。自 1976 年以来，它已经为有影响力的泛亚洲企业和政府决策层的读者提供了不可或缺的区域和全球的业务发展新闻和分析。亚洲日报版被每一届的“亚洲商业精英”研究（前身 ABRS）评选为所有亚洲国际日报中“最重要的商业读物”，自从在 1985 年该问卷调查推出以来。

Other Media Partners



What Participants Said about Our Annual Summit

与会者对我们年度峰会的评价

Main Conference 主体会议

“Very well supported by Neoedge staff pre and during conference. Excellent communications and delegates. It was my first conference and it was very well organized and managed. A good range of speakers” -- Marketing Manager, Air Niugini Limited

“Efficient Organization.” -- Director of Loyalty Marketing, Hyatt Hotel China

“Very good program and good organization.”-- DGM, Hyundai Motor India Limited

“Very good seminar with expert speaker from each field of work.” -- PT Kustodian Sentral Efek Indonesia

“Good conference, a lot of thing will improve my job.”-- Head of Customer Relationship, PT KSEI Indonesia

“Well arranged speakers are knowledgeable and present current topics; Neo-edge’s management is commendable.” -- VP, Robi Axiata Ltd

“Great event. Truly a mind opener on the various CRM and loyalty strategies and initiatives and how to implement it properly to generate incremental business. A show case from various experts worldwide.” -- VP, HSBC Indonesia

“This event has given me a lot of fresh ideas. I am going to try out these ideas with my business. The networking is great: meet some great people, made some friends and some good business leads.” -- VP of Business Development, Pinpoint China

Pre-Conference Workshop 会前培训

“It was a great experience to attend Koos' session on building a sound loyalty proposition. We found the opportunity to evaluate our overall knowledge about loyalty and discuss it with the attendees from different members.” -- CRM Coordinator, Opet Petroleum Turkey

“The loyalty workshop was outstanding in quality. The speaker had in depth knowledge of the industry and articulated well, very useful to loyalty professionals.” -- MD and CEO, Loylty Rewardz Management

“It is a very nice workshop. Meet people that have different experiences which make the workshop useful for our practical work.” -- PT Kustodian Sentral Efek Indonesia

“Well organized event; professional speaker and a lot of things to learn.” -- Arvato Services China

“This workshop is highly valuable to loyalty program starter, implementer and controller.” -- Marketing Team Leader, Saigon Vietnam

“World class learning facilitator with up to date, insightful program which has high implementation feasibility to corporate needs.” -- HR, Friesland Campina Vietnam

“Well-organized training, pleasant and helpful staff.” -- GM, Groupe-Bel

“The event provided new insights and new perspective for us to improve our current initiative. Truly a mind opener, even for those who think that they have done all in managing the customer loyalty.” -- VP Premier Portfolio and Loyalty, HSBC Indonesia

Companies Attended Our Past Annual Summits Include:

参加我们年度峰会的公司包括:

Accor - Greater China	Friesland Campina
Accord Consulting Services	Fonterra Trust
Acxiom Global Marketing	General Motors International Operations
Adidas Greater China	Globe Telecom Philippines
Air China	GMS Technology
Air Mauritius	Google China
Air Niugini Limited	Greentown
Alibaba Group	Groupe Aeroplan
American Express International Inc	Guangdong Development Bank
Amore Pacific	Harley-Davidson China
Appconomy	HCR / Shanghai Huichen Research
Arvato Services (China)	Hilton Hotel Management (Shanghai) Co Ltd
Asia Analytics	Hospitality Marketing Concepts
Auchan Hypermarkets	Hyatt International Hotel Management
Avios Group	Hyundai Motor India Limited
Azusa UK	ICLP China
Baidu	IKEA Shanghai
Bayer Taiwan Co. Ltd	ImagineX Group
Beijing Mercedes-Benz Sales Service Co Ltd	Intercontinental Hotels Group
Beijing Roco Information Technology Co Ltd	Jahwa
Best Buy Shanghai	JETT Customer Experience
Bridgetree International	Jin Jiang International Hotel Management Company Ltd
Bristol-Myers Squibb (China) Investment Co Ltd	Jinling Hotel & Resorts Co, China
BTG-Jianguo Hotels & Resorts	Jumbo Sheen Enterprises Group
Cartier China	KargoCard (Shanghai) Co Ltd
Cathay Life Insurance	LoyaltyOne
Ceridian Stored Value Solutions	Loylogic
China Union Pay	Loylty Rewardz Management Pvt Ltd
ChinaRewards	Manulife-Sinochem Life Insurance Co Ltd
Cigna Global Health Benefits	MasterCard Worldwide
CITIC Loyalty Business Technology Co Ltd	Meihua Information Co Ltd
Clarins Cosmetics (Shanghai) Company Ltd	Millenium & Copthorne Hotels
CNCBA / 51 Call Center	Mobitel (Pvt) Ltd
Comarch Software (Shanghai) Co. Ltd	OPET Petroleum
CreditEase	Oracle China
Ctrip Computer Technology (Shanghai) Co Ltd	Pacific Insurance Online Services Co Ltd
Customer Loyalty Solutions (Shanghai)	Pantaloon Retail India Ltd
Development Bank of Singapore	Palmary Solutions Company Ltd
DDB China	Philips Consumer Lifestyle
Dialog Axiata PLC	Ping An Group
Digitas / Netalk Online Consulting	Pinpoint (China) Limited
Discovery & Action Consulting	Proctor & Gamble (Guangzhou) Ltd
Duidui Holding Ltd	PT Bank Bukopin
Dunnhumby	PT Kustodian Sentral Efek Indonesia
Edenred	Punjab National Bank
Energy Source Kaytune	Rechitt Benckiser Household Products (China) Co Ltd
Epsilon International	RT Markets
Equancy	Saigon Co-op

Samsung Card Co Ltd
Shandong Airlines
Shanghai General Motors Co Ltd
Shanghai Jin Jiang International E-commerce Co Ltd
Shanghai Kaytune Industrial Co Ltd
Shenzhen Development Bank
Shenzhen Tenpay Company Limited
Shui On Land
Sime Darby Property Berhad, Malaysia
Sino-US United Metlife Insurance Co Ltd
SK Energy
SK Marketing & Company
Socia Touch - Shiqu (Beijing) Technology Co Ltd
Sri Lanka Telecom PLC
Standard Chartered Bank Hong Kong
Standard Chartered Bank (China) Limited
Starbucks (China) Company Ltd
Storm Consulting
Sumitomo Corporation

Swarovski Elements, China
Taobao.com
Tbk
TCC Global
Tencent Technology
Thai Airways International
The Langham - Yangtze Boutique
The Prudential Insurance Company of America
Timor Telecom
Toys "R" Us Retailing (China) Limited
Two Points Sdn Bhd
Unilever China
UPS China
ValueClub Marketing and Services Sdn Bhd
Velti
Visa Information Systems (Shanghai)
Welcome Real Time
ZhongRong International Trust Co. Ltd

Executive Summary 会议执行摘要



Neoedge has been successfully conducting the Customer Loyalty Asia Programme & CRM Summit for 5 years now! From the very start of this summit series, we have remained focused on our goal bridge major brand owners, marketers and consumers through loyalty and CRM. It has paid off and this summit has been one of Neoedge's most sought after event to date. Keeping in mind the ever changing dynamics of consumer trends, technology, behaviour and innovations, the Customer Loyalty Asia Programme & CRM Summit has become an annual platform for various key industries in Asia, consulting and service firms as well as media partners to come together to discuss critical issues transforming the loyalty and CRM industry today. Learning from key experts on their success stories as well as their insights, views and experiences gives participants to get ahead of the game!

Chronological list of past summits 往届峰会回顾

2009 – Neoedge introduces the first ever Customer Loyalty Asia Programme & CRM Summit in Shanghai, China. The idea of merging Loyalty and CRM into one platform of event was imminent giving the intensity and importance of attracting and retaining the right consumers for each organization for a successful business.

2009 – 纽恩杰 Neo-edge 在上海举办了有史以来第一个客户忠诚度亚洲计划及客户关系管理峰会。将忠诚度计划和客户关系管理的理念融入一个平台，给予一个成功的企业吸引和留住每个消费者的紧迫性和重要性。

2010 – The 2nd Customer Loyalty Asia Programme & CRM Summit was released in Shanghai, China because of the growing demand and popularity of the subject in China and the rest of Asia. The pace of economic growth in China was at its all the high and it was crucial to identify and adapt to each consumer market in Asia's behavioural trends and patterns.

2010 – 由于中国及其它亚洲市场日益增长的需求和流行的主题，第二届亚洲客户忠诚度计划及客户关系管理（CRM）峰会继续于中国上海举行。中国经济持续高速增长，识别和适应各个消费市场的模式及趋势至关重要。

2011 – The 3rd Customer Loyalty Asia Programme & CRM Summit was introduced to a new and emerging market – Ho Chi Minh City, Vietnam. With the growing markets in the emerging South East Asia region and the increasing spending power and high growth in GDP, it was apparent that Vietnam is Neoedge next strategic move to run this summit.

2011 - 第三届客户忠诚度亚洲计划及客户关系管理（CRM）峰会被引入到一个新的新兴市场 - 越南 - 胡志明市。随着新兴的东南亚地区消费者购买能力和国内生产总值的高速增长，很明显，进入越南是纽恩杰 Neoedge 运作本次峰会的战略举措。

2012 - The very successful return of 4th Customer Loyalty Asia Programme & CRM for the year 2012 happened in Shanghai. Recognizing emerging trends in the new Asian generation, business potentials and pressing challenges. This event explored in-depth insights of emerging and established markets in Asia addressing the best practices, strategies, approaches, techniques, innovations as well as the current and future market for loyalty and CRM in this ever changing market. This summit also served as a platform for all national, international and independent companies to network and share business ideas and experiences.

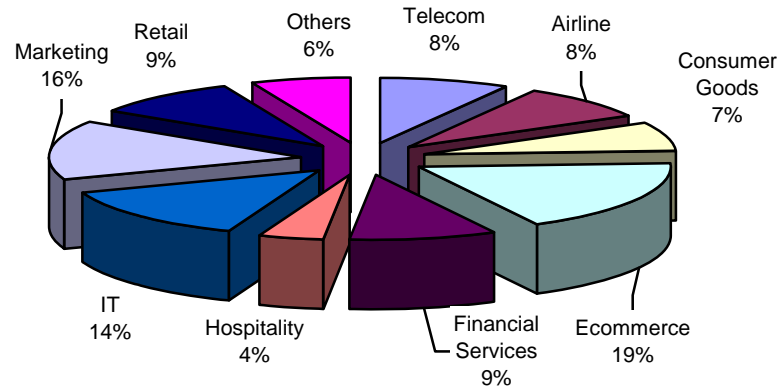
2012 - 纽恩杰 Neoedge 回归上海，非常成功地举办了第四届亚洲客户忠诚计划 & 客户关系管理峰会。认识到亚洲新生代消费者的消费潜力，趋势和紧迫的挑战，我们深入探索亚洲新兴市场的最佳实践，策略，解决方案，以及将来在这个迅速变化的市场的发展趋势。本次峰会再一次成功地为国内外企业提供一个共享的经营理念，经验及交流的平台。

2013 – The 5th CUSTOMER LOYALTY PROGRAMME AND CRM CHINA SUMMIT strategically focused on the fast moving Chinese market. The emergence and fast development of Social Media has brought the Chinese Loyalty & CRM industry to a new era. This summit served as a platform for in-depth discussion on how to win the competitive market through successful customer loyalty programs and CRM amid new dynamics of Social Media, providing real life examples from both domestic and international experts.

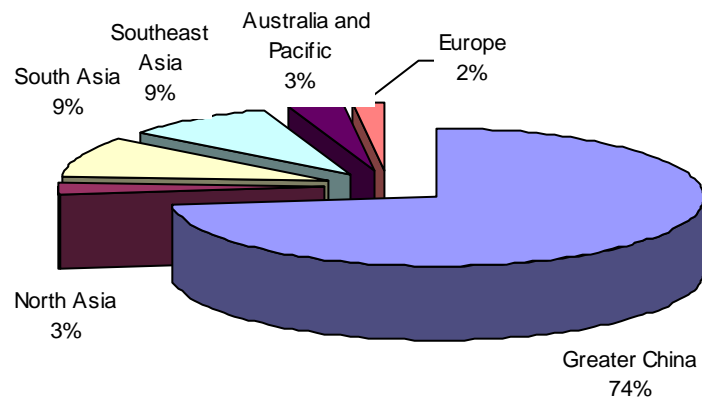
2013 – 结合了前几届的成功经验，第五届客户忠诚计划及 CRM 中国峰会继续在上海举行，专注讨论蓬勃发展和快速变革的中国市场。新兴媒体的出现和发展将中国的客户忠诚计划及 CRM 领域再一次推向新的时代。本次峰会上，来自国内外各个行业的专家用自身的经验及真实案例深入探讨了如何在社会化媒体下发展成功的客户忠诚计划及 CRM 来赢取竞争激烈的市场。

Participants Breakdown 与会者概况分析

Representation by Industry 行业代表分析



Representation by Region 区域代表分析



Main Conference Program 主要会议流程

5th Customer Loyalty Programme & CRM China Summit 2013

Pullman Shanghai Skyway, Shanghai, China

第五届客户忠诚计划及CRM中国峰会2013

上海斯格威铂尔曼大酒店, 4th -5th June 2013

It was a highly interactive summit which focused on the China market which resulted to in-depth sharing of ideas. The event comprised of Neoedge's own original and innovative conference format. There were stand alone speaking slots, networking sessions, panel discussions, exhibition area and lucky draw & award session throughout the whole 2-Day Conference.

Topics Discussed in the Conference Included 会议讨论的议题包括:

- Social CRM Best Practice in China
- Breaking through with Loyalty Marketing in China
- Integration of a MNC's CRM with Social Media
- The Practical Experiences of "Tencent Games Joy Club" in Tencent Group
- DBS Bank's Experience on Promoting Customer Loyalty Program Through Mobile Social Media to Increase Sales Revenue
- Using Customer Insights to Create Value: Case Studies from Retail and FMCG
- Segmentation, Profiling, Regression, Association - Analytical Techniques in the Loyalty Lifecycle
- Local Inspirations for the International Market: Jin Jiang's Loyalty Program for China
- CRM and Multi-channel Engagement : The Unique Journey in Healthcare
- Coalition Points and Specialized Points Programme
- VIP Club and Service Marketing
- CRM Experiences Sharing from Baidu
- Customer Experience Management VS Customer Relationship Management under the Trend of Social Media

Pre-Conference Workshop - Morning

Measuring Customer Loyalty Using Analytical Techniques

This workshop introduces the data analysis of the customer relationship management applications: RFM analysis method to calculate the value of customers and determine who are our loyal customers and the value of customers; loss warning analysis to predict in advance the movement of our customers in a timely manner to retain customers. A live demonstration of case studies using IBM SPSS Statistics software will be provided.

Workshop Leader



**Sabrina Zhou, Data Analysis Consultant
AsiaAnalytics (Formerly SPSS China)**

Pre-Conference Workshop - Afternoon

Creating a Digital Loyalty Campaign and Engaging with Your Customers in New Dynamics

This workshop aims to give attendees a great understanding of techniques and benefits of digitalized loyalty schemes and how this engagement with customers increases your profits. The sessions will help attendees understand how to accentuate their current loyalty schemes and incorporate mobile and digital into the scheme to engage with consumers even more effectively. The course will also explain thinking behind digital loyalty segmentation and how that accentuates engagement.

Workshop Leaders



Chris Reed, Chief Marketing Officer
Cellcity



Paul Bedi, VP Marketing
Cards, DBS Bank

Pre-Conference Workshop



Main Conference



Lucky Draw and Awards



Watch Out for Our Upcoming One in 2014!
6th Customer Loyalty Programme & CRM China Summit 2014
14-16 April 2014
Pullman Shanghai Skyway, Shanghai, China

敬请关注我们即将登场的
第六届客户忠诚计划及 CRM 中国峰会 2014

2014年4月14-16日
中国 上海 斯格威铂尔曼大酒店

For Enquiries about Opportunities for Speaking, Sponsorship and Exhibition, Please contact:

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