

# CUSTOMER SERVICE

## Excellence

12-13 November 2008 | Istana Hotel, Kuala Lumpur, Malaysia

### OUR PANEL OF EXPERTS:

**Albert Khoo**, Director, **OmniTouch**

**Andy Cranshaw**, General Manager Shared Resources, **Datacom Connect**

**Azli Paat**, Executive Vice President, **Dapat Vista**

**Dato' Dr. Sheikh Omar Abdul Rahman MSP, MMIM**, Principal Consultant, **SOAR Consultings** and President, **Malaysian Association of Professional Speakers (2006-2008)**

**Dr. Paul Leow**, Executive, **V.P AARM Canada** and President **AARM Asia Pacific** and Senior Lecturer, **HELP University College Graduate School**

**Ernie Chen**, Chief Executive Officer, **ATCEN**

**George Aveling**, Chief Executive Officer, **TMI Malaysia**

**Irene Boey**, Consulting Director, **Integral Solutions (Asia), Singapore**

**Jegatheeswaran Manoharan**, Partner **Accordia Training & Development**

**John Walsh, D.Phil.**, Assistant Professor, Marketing and Communication **Shinawatra University**

**Jonathan Low**, Principal Consultant, **PowerUp Hospitality Success**

**Liza Hussain**, Director Corporate Affairs, **Manpower Malaysia**

**Norlida Abd Manaf**, Manager, Customer Care, **Sunway Medical Centre**

**Reginald T Pereira**, Chief Operating Officer, **Malaysian Association of Hotels Training and Education Centre (MAHTEC)**

**Roger Konopasek**, Director, **Results Team Asia, Singapore**

**Suresh Kumar Dhawan**, CEO and Principal Consultant **LEADS Learning and Development**

**Victor Loh**, General Manager, **Propagate 360**

**PLUS**

A SEPARATELY BOOKABLE  
1-DAY POWER PACKED PRE-WORKSHOP  
11 November 2008 • Tuesday

**“ServicePeak!  
Mastering the Art and Science  
of Managing Customers”**

Workshop Leader:  
**Fabian Fidelis, CEO and Principal Trainer  
ProActive Training**

### Key issues to be addressed:

- ▶ Critical success factors to improve overall performance of a contact centre
- ▶ Impacts of losing trust on the profitability of a business and how to prevent it
- ▶ The 2Cs for creating a customer centric strategy and culture that is sustainable
- ▶ Customer service and call centre activities to enhance service quality
- ▶ Ways to use multiple channels to increase customer loyalty by offering a value added service
- ▶ Direct links between satisfied staff and satisfied customers
- ▶ Identifying the needs and technology available
- ▶ A white paper on 'The Agenda for the New Service Workforce'
- ▶ Effective customer complaint system
- ▶ Creating a customer service message and mission that is meaningful and ownable
- ▶ Case examples of customer loyalties
- ▶ Strategic branded customer service experience
- ▶ New technologies to deliver customer information and services
- ▶ Identify the interaction characteristics that have the most positive effect on customers
- ▶ 5 key factors to align service culture with the brand
- ▶ Tips for avoiding some of the most common pitfalls
- ▶ And many more ...

# BE INSPIRED BY OUR DISTINGUISHED SPEAKERS IN C

DAY ONE | **12 NOVEMBER 2008** | WEDNESDAY

8.00	Registration and Morning Coffee				
9.00	<b>Chairperson's Opening Remarks</b> <b>Reginald T Pereira, Chief Operating Officer</b> <b>Malaysian Association of Hotels Training and Education Centre (MAHTEC)</b>				* Case examples of how successful brands have created customer loyalty by focusing first on employee loyalty <b>Suresh Kumar Dhawan, CEO and Principal Consultant</b> <b>LEADS Learning and Development</b>
		12.30	Lunch		
9.10	<b>Inspiring People to Deliver Great Customer Experiences</b> <ul style="list-style-type: none"><li>* How can you improve customers experiences by engaging with their staff</li><li>* Understand the direct links between satisfied staff and satisfied customers</li><li>* Get fresh ideas on how to motivate staff without financial rewards</li><li>* Discover how to keep the momentum up with a programme of continuous improvement</li></ul> <b>Jonathan Low, Principal Consultant</b> <b>PowerUp Hospitality Success</b>	1.40		<b>Effective Performance Measurement for Contact Centre and Help Desks</b> <ul style="list-style-type: none"><li>* Learn how to create a highly productive, cost effective contact centre or help desk</li><li>* Understand critical success factors to improve overall performance of your contact centre</li><li>* Discover how to turn your existing contact centre or help desk into a strategic asset</li><li>* Discover ways to manage, measure and motivate staff for optimum results and avoid burn-out</li></ul> <b>Albert Khoo, Director</b> <b>OmniTouch</b>	
9.55	Morning Refreshment	2.25		<b>How to Win and Keep Customers through Strategic Branded Customer Service Experience</b> <ul style="list-style-type: none"><li>* How to gain repeat business</li><li>* How to use strategic customer service to win-back lost customers</li><li>* Understand and know what customers expect</li><li>* How to integrate branded customer experience to improve customer service and loyalty</li><li>* Strategies to deliver better, faster service and increase customer satisfaction</li></ul> <b>Victor Loh, General Manager</b> <b>Propagate 360</b>	
10.15	<b>Creating a Customer-Centric Strategy and Culture – Case Study</b> <ul style="list-style-type: none"><li>* Understand the branded customer - Centric strategy and culture</li><li>* How to give good service every time: Service culture commitment</li><li>* How to care for customers and employees: People</li><li>* Every customer impression is life and death! All business is show business</li><li>* The 2Cs for creating a customer centric strategy and culture that is sustainable</li></ul> <b>Ernie Chen, CEO</b> <b>ATCEN</b>	3.10	Afternoon Refreshment		
11.00	<b>Beyond Satisfaction: Measuring the Business Impact of Customer Experience</b> <ul style="list-style-type: none"><li>* How to measure customer satisfaction and experience monitoring</li><li>* How to identify the interaction characteristics that have the most positive effect on customers</li><li>* How to influence, not just customer satisfaction, but customer behaviour</li><li>* How to influence the customers' propensity to purchase and their likelihood to stay loyal</li><li>* How to measure the overall business impact of the customer experience</li></ul> <b>Dato' Dr. Sheikh Omar Abdul Rahman MSP, MMIM</b> <b>and Principal Consultant, SOAR Consultings</b> <b>and President</b> <b>Malaysian Association of Professional Speakers (2006-2008)</b>	3.30		<b>Exploring New Contact Channels - Utilising New Technologies to Deliver Customer Information and Services More Conveniently and Cost Effectively</b> <ul style="list-style-type: none"><li>* Identifying the needs and technology available</li><li>* Implementing cutting edge technology to improve productivity and deliver superior service</li><li>* Selecting the best technology that will result in cost saving and increase your revenue</li></ul> <b>Azli Paat, Executive Vice President</b> <b>Dapat Vista</b>	
11.45	<b>Moments Matter! Building a Culture that Empowers Employees, Benefits Customers and Creates Loyalty Inside and Out</b> <ul style="list-style-type: none"><li>* What are the verbal and nonverbal communications with customers that can make or break consumer loyalty in a split second and how to identify them</li><li>* How to design and maintain a culture of problem solving</li><li>* How you can treat all of your customers differently, just as long as you treat all of them well</li></ul>	4.15		<b>Customer Service Excellence: How to Increase Business with Existing Customers</b> <ul style="list-style-type: none"><li>* Delivering what customers want with little or no hassle</li><li>* How to lock in repeat business</li><li>* Understand and know what customers expect</li><li>* Predict what customers may expect</li><li>* Create something that neither the customer nor the competitor ever expected</li><li>* How to increase your credibility with customers — And add your value to your organisation</li><li>* Recognise customer's emotion instantaneously and respond aggressively</li></ul> <b>Jegatheeswaran Manoharan, Partner</b> <b>Accordia Training &amp; Development</b>	
		5.00	<b>End of Day One</b>		

# CUSTOMER MANAGEMENT AND BUSINESS LEADERSHIP

DAY TWO | **13 NOVEMBER 2008** | THURSDAY

8.30	Morning Coffee	11.45	<b>Measuring the Reality Gap in Customer Service</b> <ul style="list-style-type: none"><li>* How you think you are performing vs. what your customer thinks</li><li>* Understand the benefits and limitations of traditional 'customer satisfaction' and contact centre measures</li><li>* Get tips for avoiding some of the most common pitfalls</li><li>* Why focusing on how your customers feel can improve your profitability</li><li>* How to ask good questions – Insights into measurement design</li><li>* What are the ideas and how to link internal measures to desired customer outcomes</li></ul> <b>Andy Cranshaw, General Manager Shared Resources Datacom Connect</b>
9.00	<b>Chairperson's Opening Remarks</b> <b>Liza Hussain, Director Corporate Affairs</b> <b>Manpower Malaysia</b>		
9.10	<b>Understanding Young Service Professionals and Their Motivations Towards the Services Industry of Malaysia</b> Manpower Malaysia recently commissioned a research focusing on understanding young service professionals and their motivations in the fastest growing sector in Malaysia today, the services industry. The whitepaper entitled "The Agenda for the New Service Workforce – Attract, engage and retain young professionals in today's booming services market" ascertains what drives attraction, engagement and retention amongst these professionals.  Among the highlights of the research: <ul style="list-style-type: none"><li>* 32.9% of service employees had a high level of engagement with their organisations</li><li>* 31% of the service professionals are presently in the process of seeking alternative employment</li><li>* 22% described their work as "meaningless"</li><li>* "Pull" versus "push" factors in prompting attrition</li></ul> Based on the research findings, Manpower developed recommended strategies organisations can adopt to attract, engage and retain their service workforce. <b>Liza Hussain, Director Corporate Affairs</b> <b>Manpower Malaysia</b>	12.30	Lunch
		1.40	<b>Discover Insights from Customer Service and Call Centre Activities to Enhance Service Quality</b> <b>Irene Boey, Consulting Director</b> <b>Integral Solutions (Asia), Singapore</b>
		2.25	<b>Building Trusts with Your Customers</b> <ul style="list-style-type: none"><li>* Why trust matters to customers and what you should do about it</li><li>* Understand what trust means in a business context</li><li>* How your own corporate values influence employee and customer trust</li><li>* How to recognise the silent yet critical role that trust plays in customer relationships</li><li>* What is the impact that losing trust can have on the profitability of your business and how to prevent it</li></ul> <b>Dr. Paul Leow, Executive</b> <b>V.P AARM Canada</b> <b>and President AARM Asia Pacific</b> <b>and Senior Lecturer</b> <b>HELP University College Graduate School</b>
9.55	MORNING REFRESHMENT		
10.15	<b>Reacting to Customers' Needs – A Case Study</b> <ul style="list-style-type: none"><li>* How to significantly improve customer retention by integrating your telephone, digital and retail channels</li><li>* Understand the efficiencies to be gained by breaking down the silos within an organisation</li><li>* Learn why these new processes increased staff moral and substantially reduced staff turnover</li><li>* Identify ways to use multiple channels to increase customer loyalty by offering a value added service</li></ul> <b>John Walsh, D.Phil.</b> <b>Assistant Professor, Marketing and Communication</b> <b>Shinawatra University</b>	3.10	Afternoon Refreshment
		3.30	<b>Creating Sustainable Differentiation: Aligning Your Service Culture with Your Brand</b> <ul style="list-style-type: none"><li>* Beyond generic customer service: Branded customer service</li><li>* A new language to build your service culture: On-brand</li><li>* 5 key factors to align your service culture with your brand</li><li>* Beyond values: A simple technique to create on-brand behaviours</li><li>* Case study example: Zappos.com</li></ul> <b>George Aveling, CEO</b> <b>TMI Malaysia</b>
11.00	<b>Transformational Leadership: A Hands-On Guide to Create a World Class Leadership Culture</b> <ul style="list-style-type: none"><li>* Create a customer service message and mission that is meaningful and ownable by each team member</li><li>* Define specific values that epitomise the service experience to be lived by the company's clients</li><li>* Install a step-by-step transformational experience that will make employees into evangelists</li><li>* Understand and handle each step of the team's transformational journey from normal to extraordinary, overcoming mental, emotional blocks, engendering total personal ownership and desire to deliver</li></ul> <b>Roger Konopasek, Director</b> <b>Results Team Asia, Singapore</b>	4.15	<b>Designing and Implementing an Effective Customer Complaint System</b> <ul style="list-style-type: none"><li>* Complaint definition, handling, escalation and resolution</li><li>* Developing a system including workflow and process mapping</li><li>* Monitoring, measurement and management review</li><li>* Audits in principle and practice</li><li>* Possible barriers</li></ul> <b>Norlida Abd Manaf, Manager, Customer Care</b> <b>Sunway Medical Centre</b>
		5.00	<b>End of Conference</b>



## KEY BENEFITS OF ATTENDING

- ✓ **LEARN** how to create a highly productive, cost effective contact centre or help desk
- ✓ **IDENTIFY** the needs and technologies available
- ✓ **FIND** out the silent yet critical role that trust plays in customer relationships
- ✓ **UNDERSTAND** the branded customer - Centric strategy and culture
- ✓ **DISCOVER** technique to create on-brand behaviours
- ✓ **EXAMINE** insights from customer service and call centre
- ✓ **UNDERSTAND** the efficiencies to be gained by breaking down the silos within an organisation
- ✓ **DISCOVER** how to keep the momentum up with a programme of continuous improvement
- ✓ **LEARN** how to measure the overall business impact of the customer experience
- ✓ **DISCOVER** the 'pull' versus 'push' factors in prompting attrition
- ✓ **DEVELOP** a system including workflow and process mapping
- ✓ **GAIN** a hands-on guide to create a world class leadership culture
- ✓ **LEARN** the verbal and nonverbal communications with customers
- ✓ **SELECT** the best technology that will result in cost saving and increase your revenue
- ✓ **UNDERSTAND** and know what customers expect
- ✓ **HEAR** success stories and case examples
- ✓ **NETWORK** opportunities with other professionals and peers in the industry

## WHO SHOULD ATTEND

- Customer Service Representatives and Managers
- Customer Experience Directors
- Customer Service Directors
- Chief Customer Officers
- Head of Customer Service
- Business Development Directors
- Customer Loyalty Directors
- Customer Service Managers
- Marketing Directors
- Operations Directors

## FOR ENQUIRIES AND REGISTRATION

FAX (603) 2070 3369 OR CALL (603) 2070 3299  
OR VISIT US AT [www.abf-asia.com](http://www.abf-asia.com)

SEPARATELY  
BOOKABLE

## 1-DAY PRE-CONFERENCE WORKSHOP

11 November 2008 ♦ Tuesday

### "ServicePeak! Mastering the Art and Science of Managing Customers"

Workshop Leader:

Fabian Fidelis, CEO and Principal Trainer

ProActive Training

**Mastering Customer Service** is the foundation upon which an organisation's success and profits are built. Being a successful customer service provider means more than just implementing a variety of customer care strategies. The customer service provider must have the understanding of the diversity of customers and using that understanding to become more effective in managing customers and to compete in the field of customer service excellence.

**ServicePeak! Mastering the Art and Science of Managing Customers** is designed to provide customer service personnel with a theoretical foundation and practical application for understanding the differences in the way customers should be handled. Through the introduction of three major learning areas - Personality understanding and customer handling techniques and team working the workshop enables customer service providers to learn the skills vital to becoming effective and efficient in today's increasingly diverse and sophisticated customers.

This 1-day Workshop radically shifts your MINDSET and unlocks the secrets put you in a positive position to effectively manage customer service recovery and provide Service from the Heart! Knowing yourself will also enable you to better handle your customers!

#### Learning Outcomes:

Upon completion of the workshop, participants should be able to:

- ◆ Understand what makes the customer tick by reading their personality
- ◆ Recognising that there is a customer in all of us and learn how to apply the art and science of managing customers on ourselves to realise how best we handle our customers
- ◆ To understand how customer like to interact with the service provider and strategies to positively energise the customer
- ◆ Manage customer information transmission and reception
- ◆ Understand how customer decisions are made and what strategies to use to direct the customer to our objectives
- ◆ Learn how customers manage their lifestyle thus managing our customer service more accurately

#### About Your Workshop Leader



**Fabian Fidelis** is the CEO and Principal Trainer of ProActive Training and Author of the Worldwide Distributed book entitled "The Tao of Talking: The Speakers Tenets Towards Charisma". He is a Certified Professional Trainer and he has years of experience in the Hospitality Industry specialising in Customers Service Excellence. After an illustrious career as a senior manager in the Hospitality Industry both in Malaysia and abroad, he took up the challenge as a senior lecturer with Sunway University College. His wide experience

has enabled him to make an impact in his corporate workshops for the managers and senior executive staff of numerous multinationals, local companies as well as government ministries. He was the Past President of the Sunway Toastmasters Club and a proficient speaker and motivator.

#### Workshop Timetable:

8:30 am	Registration and Morning Coffee	1:00 pm	Lunch
9:00 am	Welcome and Introductions	2:00 am	<b>Session 4:</b> <a href="#">Understanding the Customer in Me:</a> <b>How do Customers Make Decisions: The Thinking and Feeling Customer Modality</b>
9:15 am	Ground Rules and Icebreaker		Afternoon Refreshment
9:45 am	<b>Session 1:</b> <a href="#">Service Characteristics:</a> <b>New World Realities – Creating a Service Mindset</b>	3:30 pm	<b>Session 5:</b> <a href="#">Understanding the Customer in Me:</a> <b>How do Customers Orientate Their Lifestyle: The Judging and Perceiving Customer Modality</b>
10:30 am	Morning Refreshment	3:45 pm	Recap and Wrap up
10:45 am	<b>Session 2:</b> <a href="#">Understanding the Customer in Me:</a> <b>How do Customers get Their Energy and Manage Their Interaction: The Introvert and Extravert Customer Modality</b>	5:00 pm	End of Workshop
11:45 am	<b>Session 3:</b> <a href="#">Understanding the Customer in Me:</a> <b>How do Customer Take in Information: The Sensing and Intuitive Customer Modality</b>		Workshop materials, lunch and refreshment will be provided.



# Best Practices and Strategies for Customer Service Excellence

“Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.”

~ DONALD PORTER ~

Today’s competitive environment demands excellence in customer service! Pleasing “hard-to-please” customers can make the difference between success and failure of the organisation. It is good customer service that will bring customers back, even more than the product itself. “People skills” are critical for personal and organisational success.

Driving customer loyalty is not just about coming up with new marketing messages or just hiring smiling, friendly faces. It’s the way you treat your customers every moment of every day. Find out what your customers really want and how to provide superior customer service so they’ll keep coming back again and again. How you handle your customers can directly affect your individual goals as well as your team’s and company’s performance. It is becoming more and more important to provide the best possible service to customers. Customer intelligence, business processes, employee satisfaction, company leadership and value and organisational change management are all factors in creating an environment that will provide customers with excellent service and a memorable experience during each customer interaction.

This 2-day Conference on ‘**CUSTOMER SERVICE EXCELLENCE**’ provides the tools, techniques, and methods necessary for you to succeed — whether you’re a manager, supervisor, customer service representative, or anyone else who deals with customers. *Asia Business Forum* is pleased to bring together service experts of leading organisations to share about the latest issues unique to this topic. It provides you the opportunity to network with peers and professionals who face – and solve – the same challenges you see every day. Our mission is to empower you with the knowledge and skills to be the most effective and efficient customer service provider.

Not only that, there is a separately bookable 1-day practical Workshop where you can learn a theoretical foundation and practical application for understanding the differences in the way customers should be handled led by **Fabian Fidelis**, the CEO and Principal Trainer of ProActive Training and Author of the Worldwide Distributed book entitled “*The Tao of Talking: The Speakers Tenets Towards Charisma*”.

**PLUS**

**A SEPARATELY BOOKABLE 1-DAY POWER PACKED PRE-WORKSHOP**

11 November 2008 ☆ Tuesday

## “SERVICEPEAK! MASTERING THE ART AND SCIENCE OF MANAGING CUSTOMERS”

Workshop Leader:

**Fabian Fidelis**, *CEO and Principal Trainer*  
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This 1-day Workshop radically shifts your MINDSET and unlocks the secrets that put you in a positive position to effectively manage customer service recovery and provide Service from the Heart! Knowing yourself will also enable you to better handle your customers!

**DON'T DELAY! REGISTER YOURSELF AND YOUR TEAM TODAY!**

Call us at (603) 2070 3299 or fax your registration to (603) 2070 3369 or email to [puvanes@abf-asia.com](mailto:puvanes@abf-asia.com) to reserve your place today!

