



# customer SATISFACTION ARE YOU **DOING IT RIGHT?**

DATE | 16-17 APRIL 2007 | VENUE | THE JW MARRIOTT KUALA LUMPUR

Have you, or are you currently employing, the following steps to improve upon your organization's Customer Satisfaction (CS)?

- Employed in-house CS consultants?
- Implemented CS programs?
- Empowered CS departments?
- Attended seminars and training programs on the implementation of CS?

If you nodded 'Yes' to any or all of the above, then brace yourself for a shocking CS revelation. According to recent research findings, despite the fact that many companies are spending millions on the above measures, CS within Malaysia and other countries have:

- Eroded** compared to 5 years ago in terms of its level.
- Plateaued below** defined targets in terms of its results.
- Performed below** required/perceived industry standards.

Which is no wonder why most companies interviewed have admitted that CS as a whole is:

- Viewed** as a low priority for the company.
- Left** to the in-house consultants, who think that they know what they are doing.
- Lack** of top-level executive focus as a key metric in determining the profit levels of the company

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Jumpstart your CS program today with this two day program led by world renowned CS guru, Mr Jonathan Parkes. Among other tips Mr Parkes will show you are how to:

- Set** the correct CS standards.
- Measure** CS levels effectively with the right tools.
- Evaluate** the benefits of your current CS program and CS in-house consultants.
- Troubleshoot** your current CS program to learn if it is going wrong.
- Achieve** excellent CS levels as how executives in high performance companies do it.
- Understand** the significance of top-level executive involvement in CS and the impact it has to the bottom-line
- Incorporate** the drivers for CS as a priority in your company as a natural way of doing business.



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program outline

## program day one

- 08:30 Registration and morning refreshments
- 09:00 **Overview & Strategies of Customer Satisfaction**
- Introductions and review of workshop objectives
  - Understanding customer needs and the role of customer satisfaction in the business
  - Establishing consensus and identifying conflicting/confused priorities
  - Key goals and customer satisfaction's effect on the key business objectives
  - Exercise: Self-appraisal: Audit of the attendees' own organization**
- 10:45 Mid-morning refreshments
- 11:00 **Customer profiling**
- Customer needs and expectations: Variations from segment to segment
  - The customer life cycle and its impact on satisfaction
  - Service / value chain
  - Key relationship management
  - Exercise: Case study or attendees' self-appraisal. Segment a customer base according to customer service needs**
- 12:30 Networking Lunch
- 14:00 **Measuring Customer Satisfaction**
- Data collection and management and sample sizes
  - Alternative methods: The pros and cons
  - Design of data collection processes
  - Data analysis and processing, review of alternative tools and techniques, practical limitations and applications
  - Uses of analytical tools for data assessment, evaluation and analysis
- 15:30 Mid-afternoon refreshments
- 15:45 **Measuring Customer Satisfaction (cont)**
- Conclusions and action planning: Linkage to key business objectives
  - Identifying key service drivers and key performance indicators
  - Design of reporting and monitoring processes
  - Exercise: Case study. Design a simple survey methodology to identify key customer satisfaction issues.**
- 17:00 End of Day One

## program day two

- 08:30 Registration and morning refreshments
- 09:00 **Driving customer satisfaction by workforce involvement**
- Winning staff's and management's commitment
  - Identifying conflicting cultures and values
  - Reviewing internal recognition / reward schemes
  - Changing attitudes, developing new knowledge, skills and practices
  - Exercise: Case study. Self-appraisal questionnaire, investigating attendees' organisations' culture and values, identifying conflicts and skill shortages.**
- 10:30 Mid-morning refreshments
- 10:45 **Customer Interface and Relationship Management**
- Improving the face-to-face & telephone interactions
  - Key account management & project relationships
  - Exercise: Case study: Customer Help Desk. Discuss and identify root cause problems**
  - Communication: Best practices in relationship management
  - Continuity and hand-over
  - Benchmarking and competitor comparisons: Identifying who is setting customers' expectation
  - Exercise: Critique of techniques used by example case study organizations**
- 12:30 Networking Lunch
- 14:00 **Satisfaction improvement tactics**
- Practical examples of action to build closer relationships
  - Win-back techniques and increase recommendation methods
  - Exercise: Shared experiences. Problems and solutions encountered in attendees' organisations**
  - Pulling it all together: Delivering improvements and ensuring a return on investment
  - Exercise: Plan a theoretical executive summary report and improvement plan relevant to case study or to attendees' organisation**
- 16:15 Mid-afternoon Refreshments
- 16:30 **Question and Answer Session**
- 16:45 Certificates Presentations and Group Photo
- 17:00 End of Workshop



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## program facilitator

Jonathan Parkes is Managing Director of Customer Satisfaction UK, a specialist consultancy which he founded in 1988 to help businesses to understand measure and improve customer satisfaction.

It has given him an intensive first-hand experience of businesses involved in electronic communications, digital products and many other aspects of new technology. He routinely consults at board level with a broad diversity of companies. Most of them international, many are global and almost all are leaders in their industry. They range from well-known businesses such as Marconi, with turnover measured in £billions to smaller businesses with turnover of a few £million.

He also has first hand experience formulating and monitoring international business strategies in rapidly evolving markets selling information services to demanding and sophisticated customers.

Since obtaining his MBA at Manchester Business School, he has continued to develop and apply a comprehensive range of practical management skills. He is currently a Fellow of the Chartered Institute of Marketing. In the past, he has been approved by the DTI to carry out consultancy in Quality Management as part of their Enterprise initiative.

Recently he has successfully made presentations on Customer Satisfaction Improvement relating to ISO 9000 (2000) to the British Computer Society and to the CSSA and have had a paper published in TickIT journal of the BSI.

He has spent the past 11 years developing the Management Consultancy with considerable experience working with diverse organizations, large and small, helping them improve customer satisfaction and, more importantly, achieve worthwhile commercial benefits as a result.

## program organizer

KCOM Management Sdn Bhd is the premier management business-to-business intelligence provider in the Asean region. Our expertise, and by extension, our core business activities are the provision of diverse and affordable mixes of professional adult learning, management business resources, consultation services and learning and development support.

Formerly known as KnowledgeCom Management (A Division of KnowledgeCom Corporation Sdn Bhd), KCOM Management Sdn Bhd offers the provision and organization of niche workshops, annual conferences and specialized in-house programs held throughout the year at national and international levels. F

or further enquiries about KCOM Management Sdn Bhd services and upcoming programs, please do contact our program consultants at + 6 03 7954 1011, or you may email us at [enquiry@kcom.net.my](mailto:enquiry@kcom.net.my).

## in-house requests

If you have 10 or more individuals within your organisation interested in this program, you may organised an in-house training program with KCOM Management Sdn Bhd. For more information, please do contact us at + 6 03 7954 1011, or email us at [enquiry@kcom.net.my](mailto:enquiry@kcom.net.my).

## group booking specials

Special group booking discounts are available for organisations that actively participate within this conference. Organisations can expect to receive incrementally attractive discounts, e.g., register 4 or more participants and receive a 25% discount off the normal price featured for this conference. For further details, please refer to the registration page, or you may contact the program manager in-charge of the program.

## this is a must attend program...

...for managers, executives and analysts from:

- Marketing
- Branding
- CRM
- Communication
- Customer Service
- Sales and Business Development
- Market Research
- Promotions and Advertising
- and any personnel from any department involved in measuring, improving or implementing plans for Customer Satisfaction

...if you or your organization already have:

- An ongoing Customer Satisfaction program in order to benchmark your activities to ascertain if you are on the right track
- An in-house Customer Satisfaction consultant so you are equipped to monitor and evaluate their activities for the desired results
- Staff attending generic Customer Satisfaction training so you have the strategic viewpoint on how to integrate knowledge and processes learned to maximize the ROI of your Customer Satisfaction program.

program registration

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## COMPANY INFORMATION

Company		
Address		
Tel	Fax	Website

## PARTICIPANT INFORMATION

Name
Email
Designation
Name
Email
Designation
Name
Email
Designation

## COURSE FEES

Please tick any of the corresponding boxes below to select your choice of participation:

- Normal Price RM 3,450 x one (1) delegate  
 Early Bird Price RM 3,250 x one (1) delegate

Organisations which register 4 or more participants will be entitled for a GROUP BOOKING SPECIAL, and will be entitled to receive the following discounts:

- Register 4 or more participants & receive 25% OFF  
 Register 7 or more participants & receive 28% OFF  
 Register 9 or more participants & receive 33% OFF

For other special discounts on group bookings, please call us and consult with the consultant in-charge of this program.

\*early bird validity is until the 16th March 2007

## AUTHORISER INFORMATION

Name
Designation
Department
Tel
Email
Signature
Company stamp

CSI\_SAMPLE

## DISCLAIMER

Please read and understand the following disclaimer. Upon sending in this registration page, it is understood that you agreed upon the following terms of service. KCOM Management Sdn Bhd reserves the right to change the content, the speaker, the time and/or the venue for the program due to unforeseen circumstances. KCOM Management Sdn Bhd will also not be held responsible should the program be delayed or cancelled due to unforeseen circumstances.

## CANCELLATION POLICY

Upon registering, delegate(s) are considered successfully enrolled in the program. Should the delegate(s) decide to cancel their enrolment, a cancellation fee will be levied. Cancellations 14 days or greater prior to start of the program will be subjected to 50% cancellation fee. Cancellations received less than 14 days to the program is subject to no refund.

Cancellations must be submitted in writing. 'No shows' during program days are not considered cancellations, payment will not be refunded. 'No show' individuals will be sent a copy of the program's proceedings. Please note that substitutes are always welcome.

## COURSE FEES INCLUDE

Full documentation for the course, refreshments and lunch only, unless stated otherwise.

## METHOD OF PAYMENT

Crossed Cheque / Bank Draft to be made in favor of:-  
KCOM MANAGEMENT SDN BHD  
Suite 9.1, 9th Floor, Menara CSM, Jalan Semangat  
46100 Petaling Jaya, Selangor DE, Malaysia  
Bank : Bumiputra-Commerce Bank Berhad (BCBB)  
A/C No : 1249-0012711-053

## INVOICES ARE TO BE SENT TO

Name	
Designation	
Department	
Tel	Fax
Email	

To register for this workshop, please do complete this form in full and fax to + 60 3 7954 1022