

Service Quality Excellence

Creating the ultimate service experience to capture your customers' expectations and brand loyalty while ensuring your service quality standards are met and constantly improved

Sheraton Dubai Creek
Hotel & Towers, UAE

21st & 22nd March 2010

"This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back."

John Illhan

Customer satisfaction is the measurement of excellent service quality in many service-based businesses as a deciding factor to establish long term brand loyalty. This empowerment establishes added value to the customer for the price they pay thus keeping them satisfied and make one's business stand out from the rest.



Featuring a half day interactive and practical workshop (Day Two):

The International Customer Service Institute (TICSI): Service Quality Measurement Model

Workshop facilitators:

Robert Keay Chairman

Ellie Damneh Director of Strategy

The International Customer Service Institute

The International Customer Service Institute aims to inspire the highest standards in service quality and to provide professional assistance for all individuals and organisations who are committed to customer service excellence. The Institute has developed The International Customer Service Standard (TICSS) which promotes a flexible yet measurable customer focused approach based on this 5P's Service Quality Model (Philip Forest 2009) to implementing all the elements that make up the delivery of excellent customer service. The 5P's Service Quality Model was developed by Philip Forest (co-founder of the Institute) following a research programme at the Brunel University, London. It has subsequently been successfully applied across many sectors globally.

Your distinguished chairperson:

Julia Powell Former Head of Customer Experience Management - EEMEA (Eastern Europe, Russia CIS, Middle East and Africa)

DHL Express

Partner – The Academy of Service Excellence

Featuring case studies and expert presentations by:

Ian Stewart Director Customer Care Middle East & Africa

Nokia

Tarek Elsherif Regional Director of Sales & Marketing - Middle East
Millennium & Copthorne Middle East Holdings Limited

Johann Schradt Director of Customer Experience Assurance
du

Arijit Sen Associate Vice President, Service Quality
Kotak Mahindra Bank Ltd.

Ben Dart Customer Interface and Experience Manager U.A.E

DHL Express

SCATA (Supply Chain and Transport Awards) 2009 – Best Express Logistics Operator
Dubai Service Excellence Award 2008

Anita Hayward Head of Customer Service AP/EEMEA
(Asia Pacific, Eastern Europe, Middle East and Africa)

DHL Express

Vinod Kumar Customer Relations Manager

EK Kanoo Group

Craig Lee Customer Experience & CRM - Senior Manager

The Emirates Group

Shamma Mohammed bin Hammad Head-Service Re-engineering
The Executive Council - Dubai

Anurag Seksaria Vice President – Engineering, DBOI Global Services
Deutsche Bank Group

Jagdish Ramaswamy Chief Quality Officer
Wipro Limited

This event has been endorsed and accredited by the Chartered Association of Business Administrators with 12CPE units for the Chartered Marketing Consultant (ChMC) certification. 1 hour is equal to 1 CPE. Every CBA member needs to have at least 20 CPE credits annually from accredited training providers

Attend this informative event and gain practical insights into:

- **Promoting** the delivery of quality while benchmarking service standards in a competitive business environment
- **Creating** a heightened customer experience to create long lasting brand loyalty
- **Discovering** your customers' needs and expectations to spearhead a successful service quality framework and implementation
- **Designing** an effective service quality framework to deliver cost-effective business processes
- **Improving** your service processes through an effective customer management initiative
- **Exploring** alternative service quality measurement methods to sustain growth, customer loyalty and market share
- **Maintaining** a consistent high-performance in service quality throughout your organisation internally and regionally
- **Cultivating** a pro-active management within your organisational structure to lead a successful service quality culture
- **Converting** your customers into brand ambassadors through your service quality improvements

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About the Endorser

The International Customer Service Institute (TICSI) is a partnership organisation aiming to encourage Customer Service Excellence in all international markets. TICSI is registered in London, Dubai and Singapore and is represented worldwide through its service quality partnership network of Territory Partners (TPs) and Consultancy Partners (CPs).

As custodian of The International Customer Service Standard (TICSS), the first global standard for service excellence, TICSI's main objective is to enable organisations to focus their attention on the delivery of excellence in service quality while at the same time providing recognition of success through a formal third party certification scheme. British Standard Institute (BSI) is TICSI's exclusive certification body, awarding numerous certifications to companies who successfully meet the requirements of The International Customer Service Standard annually.

Ethos Consultancy has represented TICSI as Territory Partner across the Middle East for the last four years. Working with TICSI, Ethos has helped many public and private sector organizations within the region analyse, measure and improve their service quality performance via implementation of The International Customer Service Standard.

Chartered Association of Business Administrators (CABA) is a professional body of business managers and administrators based in North America that grants the globally recognized Chartered Business Administrator (CBA) designation. For more information, please email info@cbaphilippines.com

** Terms and conditions apply

About the Media Partner

CRMxchange is a premier web site dedicated to providing information in an innovative and interactive environment to CRM/Contact Center professionals. The site offers free webcasts, on line training, white papers, newsroom, monthly columns, and a showcase for products and services for the industry. <http://www.crmxchange.com> myCRMexchange.com is a world wide networking site where CRM professionals can share their thoughts on operational and business issues with their peers.

Participants can contact their peers through various common denominators such as subject matter, location, etc. Each member receives their own 'space' on the site where they can create their own blogs, list their areas of interest and expertise, and upload photos, if they wish. Members can blog in public forums where they can express their views on various issues and will be able to seek out other members in various groups by different profile information and subject matter. CRMxchange will, at your request, set up a 'group' to coincide with your conference giving your conference attendees the opportunity to network with each other and set up meetings prior to the conference.

About the Official Business Magazines

Celebrating 10 years of publication, **Gulf Business** has remained the region's premier English-language business magazine. Gulf Business's country reports, landmark features and incisive analysis of business news reflects the local market like no magazine has done before. The definitive Middle East publication for meetings, incentive travel, conferences, exhibitions and events.

Middle East MICE & Events provides authoritative, informative and educational content for MICE bookers and event planners, hospitality industry professionals, venue managers, travel agents, airlines and government tourism departments. Catering for everyone from the secretary booking board meetings to leading multinational corporate executives, Middle East MICE & Events covers both in-bound and out-bound MICE business, with regular features including destination reports, what's new, people on the move and advice such as getting the basics right, site inspections and planners checklist. For more information, please visit: www.memicee.com

About the Official Online Partner

Zawya is an online business information and community platform focused on the Middle East. Headquartered in Dubai, Zawya has a global user base of over 350,000+ high-end business professionals. Zawya covers detailed information on the top 12,000+ companies in the Middle East with comprehensive live news coverage through the exclusive Zawya Dow Jones newswire service. Furthermore, the service provides industry news, macroeconomic reports, country statistics, stock market data as well as specialized databases such as IPO, Sukuk, Mutual Funds, Projects and Private Equity monitors. In addition to subscription services, Zawya offers advertisers the ability to target the most affluent online audience with an interest in the MENA region. Zawya's online service caters to and attracts only serious professional users and decision makers as it has the only fee paying user base in the region. Visit us today at www.zawya.com

About the Official News Site

Maktoob.com was founded in the year 2000 as the world's first Arabic/English email service. Since then, Maktoob has grown to become a full-service web portal, offering world-class communications and information tools that empower the Arab Internet user. Maktoob.com, the world's largest Arab online community, offers everything from chat to discussion forums, from videos to music, from e-cards to mobile downloads, from news to the latest jokes and everything in between. Maktoob's main mission is to maintain and grow its position as the world's leading Arab Internet portal by constantly offering its users a unique experience and by providing them with new services and products that encourage open communications and community building. For more information about Maktoob, please visit http://www.maktoobgroup.com/maktoob_en.html

Sunday 21st March 2010

0800 Registration & morning coffee

0830 Opening address and welcome remarks by the Chairperson

Julia Powell Former Head of Customer Experience Management - EEMEA (Eastern Europe, Russia CIS, Middle East and Africa)

DHL Express

Partner – The Academy of Service Excellence

0845 Session One – Keynote Presentation

Government leadership in customer service: Defining the government's leadership role in promoting customer-centric public services and its impact on perceived attractiveness to the city of Dubai

- Establishing the government's leadership, vision and strategic direction in sustaining a service quality culture within the public services in Dubai
- Strategizing a customer-centered perspective to attain a high level of service quality for public
- Creating a consistent multi-channel service to provide steady support to the public
- Collaborating cross-government services to promote constructive cooperation and positive competition while instilling the principles of service excellence across the government entities
- Developing pro-active communications for further excellence in public services

Shamma Mohammed bin Hammad Head-Service Re-engineering
The Executive Council - Dubai

The Customer

0930 Session Two – Case Study

Optimising your customer service channels (call centres, help desks, e-channels etc.) to achieve best quality delivery to set you apart from your competitors

- Identifying your customer service channels' weaknesses and strength to improve your service strategies
- Converting customer 'touch points' into acquisitions effectively through your service channels
- Conducting quality checks of your channels continuously to ensure that service quality expectations are met
- Pinpointing your customers' preferences in customer service channels to meet their expectations successfully
- Increasing self-service adoption to reduce escalations in assisted service while driving cost down and enhancing customer satisfaction

1015 Morning refreshments & networking break

1030 Session Three – Case Study

Forecasting customer behaviour: Bridging excellent service and customer satisfaction relationship together by knowing what your customers' needs and expectations are

- Analysing your customers' physical and emotional expectations to create the ultimate customer experience
- Characterising your customers' needs to build a suitable service quality framework
- Training your employees to gauge customers' mindsets and personalise an empathetic service befitting to each customer
- Overcoming multicultural and multilingual differences to increase diverse customer satisfaction
- Building a customer behaviour database to assist in forecasting future customer needs and expectations

Tarek Elsharif Regional Director of Sales & Marketing - Middle East
Millennium & Copthorne Middle East Holdings Limited

1115 Session Four – Case Study

Service Measurement: Identifying the gaps between the received services of your customers and the expected quality of your services to develop an effective service quality matrix

- Applying the right measurement tool to calculate different types of service objectives
- Pinpointing your strengths and weaknesses to identify areas of improvement
- Engaging mystery shopping as an alternative and interactive tactical measurement tool
- Gathering informative customer feedback (Voice of Customer) through subtle and innovative methods that can be utilised in your service quality level upgrade exercises
- Continuous quality improvement: Ensuring constant service quality upgrades to capture and retain your customers' preference in your organisation and brand
- Measuring customer satisfaction to reform your service quality values

Johann Schradt Director of Customer Experience Assurance
du

1200 Networking luncheon

1315 Session Five – Case Study

Integrating prosumerism in the service industry in order to attain excellent service quality

- Recognising prosumerism in today's environment
- Achieving effective collaboration between customers and service providers to increase customer loyalty
- Examining the challenges of advocating prosumerism to optimise organisations growth
- Adapting to strategies involved in implementing prosumerism to deliver customer experience
- Defining prosumerism as a tool for corporate social responsibility

Arijit Sen Associate Vice President, Service Quality
Kotak Mahindra Bank Ltd.

1400 Session Six – Case Study

Delivering exceptional service quality to your customers within your 'brick and mortar' service channel to generate better receptive visibility and customer satisfaction

- Examining the factors determining service quality at the point of service that can and will influence your customers' perceptions in value and their willingness to remain loyal
- Creating a 'return on investment' experience for your customer to instil positive emotional ties with the brand and enhance brand preference
- Converting satisfied customers to loyal, and then, advocates of your brand
- Monitoring with continuous store and service staff performance measurement to improve profitability and consistency in service quality

Ian Stewart Director Customer Care Middle East & Africa
Nokia

1445 Afternoon refreshments and networking break

The After-Sales Service

1500 Session Seven – Case Study

Elevating customer satisfaction to encourage your customers' re-purchasing capabilities to stay with the products and services of your brand

- Utilising your after-sales service as an antecedent of customer satisfaction after the deal is closed
- Opting between Interactive Voice Response (IVR) system and actual technical call centre personals for optimal customer interaction and communication
- Uncovering the factors that affect your customer's repurchase ability based on measurable variables to identify your service weaknesses
- Structuring customer loyalty programs befitting to your customers' purchasing or financial behaviour via "demand clustering" strategies

Craig Lee Customer Experience & CRM - Senior Manager
The Emirates Group

1545 Session Eight – Joint Presentation

Investigating the impacts of your after-sales service on customer satisfaction and their behavioural trends soon after

- Employing innovative feedback tools to gauge the re-purchase intention of your customers
- Pursuing the word-of-mouth (WOM) effect to analyse after-sales service effectiveness
- Establishing alternative after-sales service measurements to uncover the effectiveness of your service
- Furthering product / service development with information gathered by your aftersales service

Ben Dart Customer Interface and Experience Manager U.A.E
Anita Hayward Head of Customer Service AP/EEMEA
(Asia Pacific, Eastern Europe, Middle East and Africa)

DHL Express

1630 Closing remarks from the Chairperson and end of Day One

Why you cannot miss this event

While providing exceptional customer service to keep customers satisfied is essential, businesses must concentrate on creating the entire experience to establish a lasting relationship and retain customers through their service quality. Business success nowadays has to be very dependable on the high quality services that they can provide to meet customers' expectations and beyond of the business. A positive and professional relationship with customers should be built to expect long term loyalty. This is where service quality reinforces the ability of stand out from their competitors.

With so many choices to choose from, customers are looking for that added value to the price they pay. In today's competitive market, most products and services are becoming much similar that the only way to gain a competitive edge is to differentiate them through service quality excellence. As a result, an excellent and standard cohesive servicing plan used throughout the organisation and its branches around the region will separate the company from its competition.

This two-day groundbreaking conference will address the current challenges to providing quality services to meet customer satisfaction crucial to the multicultural market and stiff competition in the region. With award-winning case studies from different industries, you will gain and explore innovative strategies and solutions to improve your service quality while enhancing service measurement tools are in place.

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

For further details, please use the contact information given on the last page of this brochure.

Monday 22nd March 2010

0800 Registration & morning coffee

0830 Welcoming remarks by the Chairperson

Julia Powell Former Head of Customer Experience Management - EEMEA (Eastern Europe, Russia CIS, Middle East and Africa)

DHL Express

Partner – The Academy of Service Excellence

0845 Session One – Half-day practical workshop

The International Customer Service Institute (TICSI): Service Quality Measurement Model

The International Customer Service Institute aims to inspire the highest standards in service quality and to provide professional assistance for all individuals and organisations who are committed to customer service excellence. The Institute has developed The International Customer Service Standard (TICSS) which promotes a flexible yet measurable customer focused approach based on this 5P's Service Quality Model (Philip Forest 2009) to implementing all the elements that make up the delivery of excellent customer service. The 5P's Service Quality Model was developed by Philip Forest (co-founder of the Institute) following a research programme at the Brunel University, London. It has subsequently been successfully applied across many sectors globally.

Sustaining customer service improvements by continuous measurement

- Ensuring that your organisation is on the right direction in achieving service excellence
- Identifying the gap between your actual service performance and your customers' needs and expectations
- Developing an action plan to implement improvements and exceed your customers' expectations
- Maintaining sustainability in service quality improvement through:
 - Public Perception Analysis
 - Competitor and Market Analysis
 - Customer Segmentation
 - Customer Value Analysis
 - Customer Experience Measurement
 - Value Moments Evaluation
 - Customer Complaint/Feedback Analysis
 - Employee Engagement Measurement
 - Customer Service Self Assessment
 - Service Quality Benchmarking
- Adopting the "Plan-Do-Check-Act" quality methodology

Workshop facilitator:

Robert Key Chairman

The International Customer Service Institute

Customer Service Self Assessment exercise: Calculating your organisation's customer service performance and comparing with the global performance index

The online self assessment tool was developed by the Institute to allow organisations to review their service delivery performance, identify areas of improvement and prepare an action plan to address the inadequacies that avert the delivery of service quality excellence. Upon completing the assessment, a real-time report is generated highlighting the overall customer service performance and the breakdown of the overall score detailing the strengths and weaknesses to focus on. The online self assessment tool enables instant benchmarking of overall and sub-results against other organisations in the industry, sector and region and against the Global Customer Service Benchmarking Index.

- Determining your current position in customer service performance to mature into a customer-focused organisation
- Identifying the path to implement and achieve service excellence
- Calculating criteria fulfilment of each pillar (policies, processes, products/services, people, premises) measured in a 5 point scale
- Evaluating the compliance of your service quality with each pillar requirement to identify strengths, weaknesses and areas of improvement
- Listing the factors influencing particular parts of the customer experience to your products/services
- Adopting the requirements of The International Customer Service Standard (TICSS) and its 5P's Service Quality Model (Philip Forrest 2009)

Workshop facilitator:

Ellie Damneh Director of Strategy

The International Customer Service Institute

* Morning refreshments & networking break at 1015

1200 Networking luncheon

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

The Employees and Organisation

1315 Session Two – Industry Perspective

Empowering employee – customer encounters with alternative service quality improvements to drive overall service-based workforce motivation and retention

- Managing service qualification by employing proper funding, extensive training and proficient procedures
- Emphasising on service and product knowledge to promote efficiency in service quality
- Designing a reward / loyalty programs that encourages employees to perform outstandingly and maximise monetary returns
- Encouraging role plays to ensure that your staff understands the importance of customer focus and quality of service delivery
- Applying balanced scorecard to measure the value of customer service internally
- Engaging front-line staff feedbacks to evaluate their attitude, motivation and job satisfaction in improving their delivery of service quality

Vinod Kumar Customer Relations Manager

EK Kanoo Group

1400 Session Three – Case Study

Driving a customer-centric culture across your organisation to create consistent customer value

- Conducting interval performance-based service delivery audit from within to gauge root causes for failure with Key Service Indicators
- Guiding employees to put themselves in the shoes of their customers to achieve sustainable business goals
- Advancing a cohesive service plan for improvement and customer management across your branches locally and regionally while considering multi-cultural values specific to each location
- Encouraging service delivery innovations at all levels of the organisation
- Promoting team effort instead of individual performance in service quality delivery

Julia Powell Former Head of Customer Experience Management – EEMEA (Eastern Europe, Russia, CIS, Middle East and Africa)

DHL Express

1445 Morning refreshments & networking break

1500 Session Four – Case Study

Developing a suitable standard framework for capacity optimisation in a service organisation

- Creating suitable models based on volume and time patterns to avoid stretch, optimise utilisation and avoid service KPI misses
- Structuring a standardised way of measurement across organisation
- Building prediction and forecasting capability
- Balancing balance resources dynamically in response to changing business requirements

Anurag Seksaria Vice President – Engineering, DBOI Global Services

Deutsche Bank Group

1545 Session Five – Case Study

Integrating technology to improve your service quality and streamline customer service processes while improving costs

- Managing customer service by linking your technical control systems, service procedures and workforce management in a single transparent platform
- Simplifying your systems by reducing time spent on technological challenges to allow your frontline staffs focus on customer-oriented activities
- Collaborating with your technology service provider to design a suitable framework that suits your customer service objectives

Jagdish Ramaswamy Chief Quality Officer

Wipro Limited

1630 Closing remarks from the Chairman and end of Day Two

Who should attend

President, Vice President, Director, Head, Chief, Senior Manager, Manager and Heads of:-

- Service Quality
- Service Strategy
- Customer Service / Care
- Customer Acquisitions & Retention
- Customer Experience
- Customer Support Services
- Help desk
- Telemarketing
- Contact centre / Call centre / Customer Interaction Centre
- Service Delivery
- Quality Assurance
- Customer Relations & Affairs
- Customer Relationship Management
- Customer Loyalty
- Guest relation / client relation
- Sales & Marketing

From

- Telecommunications
- Insurance & Credit
- Airlines
- Real Estate
- Healthcare/ Pharmaceutical
- Electrical & Electronics
- Manufacturing
- Banking & Finance
- Hospitality & Hotel
- Travel Industries
- Government Agencies
- Retail
- FMCG
- Logistics & Express Services (Shipping & Forward)

and other Service Related Industries