

TONKIN'S

# Achieving Customer Experience Excellence

Harnessing  
the customer experience  
to improve your  
bottom line

30<sup>th</sup> & 31<sup>st</sup> January 2012  
:: SYDNEY

9<sup>th</sup> & 10<sup>th</sup> February 2012  
:: MELBOURNE

16<sup>th</sup> & 17<sup>th</sup> February 2012  
:: BRISBANE

In an ever changing, technology reliant world, the customer has more power than ever before. Social networking has made the customer's voice louder and more prevalent than ever and highly communicable to millions of people. Instantly.

The management of the customer experience is a key differentiating factor in successful organisations today. Armed with essential customer experience management skills, you will gain an edge on your competitors in today's quickly changing business environment in which uncertainty and confusion reign supreme.

This two day intensive conference ensures your staff have essential customer service techniques that will result ensuring your customers are raving fans and stay that way. This course develops a new and exciting approach to not only making your customers happy, but improving your bottom line. Aimed directly at senior management, this course will provide you with cutting edge techniques in customer experience, emphasising practical skills with workshops and role-play exercises. Gain insight into what both what it is that consumers are looking for in today's challenging environment from a customer experience point of view.

#### Benefits from this workshop

- Cost effectively integrate your customer experience program into your marketing program
- Ensuring you maximise your point of difference with the customer experience
- Translate customer loyalty into profitability
- Effectively integrate a customer-experience culture into your organisation
- Experience firsthand successful customer experience programs through interactive workshops and case studies

#### Who should attend?

- Customer relationship managers
- Customer experience managers
- Client retention managers
- Any executive involved in the oversight of a CRM area

## YOUR COURSE DIRECTOR:



**John Magar, Director,**  
**John Magar & Associates**

John is an accredited member of the National Speakers Association of Australia and a fellow of the Career Development Association of Australia.

John has been delivering powerful presentations to audiences both in Australia and South East Asia for more than 18 years through his speaking and training assignments. His speaking topics include sales, marketing, strategic planning, innovation and customer service.

As well as his public speaking appearances, John has written two successful books, one on selling and one on Management bloopers called "Management Fiascos" which makes for a very entertaining humorous keynote. He has also been interviewed on radio on 3AK and 774 ABC in Melbourne and on TV on CNN in Beijing, China.

John's highly effective speaking and training engagements consistently produce remarkable changes in his audience. His insightful, engaging and authoritative delivery coupled to his personable and unique sense of humour, energises his audiences into making life changes for the better. As a result, they can't help but come back for more.

**IN-HOUSE TRAINING**  
**Save up to 40% off**  
training@tonkincorporation.com  
or Phone: 61 2 9224 6055

Researched by:



8:30 Registration - 9:00 Start

**DAY ONE**

**MORNING SESSION**

- Differentiating customer service with the customer experience
- Why is the customer experience important?
- What does the customer experience do for an organizations bottom line
- Defining the relationship between customer experience and marketing
- How can the customer experience be integrated into your marketing plan?
- What is Total Quality Management (TQM) and the link between the customer experience
- How do you measure TQM?

**AFTERNOON SESSION**

- How can an organisation change to being customer centric?
- Techniques for encouraging customer focus
- Creating a top-down, bottom-up customer service culture
- What is customer service best practice: Introducing case study examples from organisations that excel at customer focus
- **Afternoon activity:** Delegates will be asked to bring in or recall examples of customer focus from their own organisation and be taken through how to excel at that opportunity

9:00 Start

**DAY TWO**

**MORNING SESSION**

- Customer experience ROI: Is it worth the investment?
- What is the best tool to measure ROI? Examining the tools available and which one is right for you
- What are customer stressors? How do you recognise a stressor and work to eliminate them in your organisation
- How do you link customer improvement with customer stressors?
- Introducing the customer service improvement model

**AFTERNOON SESSION**

- The customer isn't always right: Effective complaint handling techniques that ensure the customer feels valued
- What is a highly effective complaint handling process
- How to improve compliant handling to maintain the customer relationship
- Handling face-to-face vs telephone complaints
- The how to of handling difficult customers
- What is the profitability of a lifetime customer?
- Is retaining customers for the duration of their interaction of a service worth the effort: Case studies that highlight customer profitability

5:00 Close of Training Course

*Lunch, Morning and Afternoon Tea will be provided*

**REGISTRATION FORM: TONKIN'S ACHIEVING CUSTOMER EXPERIENCE EXCELLENCE - MAN48** **VIP Code**

**REGISTER BY:**

**Phone:** 61 2 9224 6055 **Fax:** 61 2 9224 6066 **Email:** training@TonkinCorporation.com **Online:** www.TonkinCorporation.com  
**Mail:** Tonkin Corporation Pty Limited, Level 12, 70 Pitt Street, SYDNEY NSW 2000 AUSTRALIA

**VENUES AND DATES**

**SYDNEY**

30<sup>th</sup> & 31<sup>st</sup> January 2012  
 The Grace Hotel  
 Corner York & King Streets  
**Phone:** 61 2 9272 6888

**MELBOURNE**

9<sup>th</sup> & 10<sup>th</sup> February 2012  
 Rendezvous Hotel  
 328 Flinders Street  
**Phone:** 61 3 9250 1888

**BRISBANE**

16<sup>th</sup> & 17<sup>th</sup> February 2012  
 Park Regis North Quay  
 293 North Quay  
**Phone:** 61 7 3013 7200

<b>YOUR INVESTMENT</b> (expressed in Australian dollars and including gst)	<b>STANDARD RATE</b>
<input type="checkbox"/> <b>2 Day Training Course</b>	\$2,198.90
Venue selection: <input type="checkbox"/> Sydney <input type="checkbox"/> Melbourne <input type="checkbox"/> Brisbane	

**SAVE!**

**Team Discount.** Register and pay for 3 or more delegates from the same company, at the same time for the same event to achieve a 15% SAVING off the gst-inclusive Standard Rate. Registrations received without payment are ineligible for a Team Discount and will be charged at the Standard Rate. Register and pay simultaneously. Register and pay for a team!

Registrants must choose between the most advantageous discount option. Only one discount is available at the time a registration is made.

**YES, please register me for the above conference. To register multiple delegates please photocopy this form.** Today's date  /  /

Name:

Job Title:

Company:

Postal Address:

City:  State:  Postcode:

Telephone:  Facsimile:

Email:

**PAYMENT METHODS** **ABN 72 092 933 894**

EFT: Transfer your payments to Tonkin Corporation Pty Limited at Commonwealth Bank of Australia BSB 062 000 Account No. 1180 6356.

CHEQUE: Please make out cheque to Tonkin Corporation Pty Limited. Please quote **MAN48** on the cheque or the eft.

CREDIT CARD: Please charge my  VISA  DINERS\*  MASTERCARD  AMEX\*  
 \* A credit card fee of 2.5% will apply for Diners or Amex

in the amount of \$ \_\_\_\_\_ Expiry Date:  /

Card No:

Cardholder's Name: .....

Signature : .....

**Cancellation Policy:** Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a \$200 service charge (including GST), will be made for cancellations received in writing up to 21 days prior to the event. Regrettably no refunds can be made less than 21 days prior to the event.