

# Cultivating Innovative & Proactive Strategies for SERVICE QUALITY & OPERATIONS EXCELLENCE 2010

## PRE-CONFERENCE WORKSHOP TUESDAY, 3 AUGUST 2010

### ACHIEVING BUSINESS RESULTS BY IMPLEMENTING QUALITY AWARD CRITERIA



MR. SIDNEY YUEN  
CHAIRMAN & CEO OF HBC LTD  
HONG KONG

*This workshop will be conducted in English.*

This one-day workshop is specifically designed to provide participants with an understanding of Quality Awards and how they might use the criteria to improve customer satisfaction and business results. **Participants will increase their understanding of the Quality Award Criteria similar to the Malcolm Baldrige National Award.** They will walk through an analysis of the underlying rationale behind criteria. The day will include case studies, interactive sessions and hands on activities.

#### WORKSHOP AGENDA

- ✓ Introduction to Quality Awards
- ✓ Overview of Criteria
- ✓ Approach, Deployment and Results
- ✓ Evaluation Process
- ✓ Evaluation your organization's Quality Position
  1. Customer Satisfaction
  2. Business Results
  3. Process Management
  4. Human Resource Development
  5. Strategic Planning
  6. Information & Analysis
  7. Leadership

#### WHO SHOULD ATTEND

Senior Line managers, Quality Directors, Training Managers, Organizational Developers, Operation Managers or those who are planning to apply for Quality Awards or achieving organizational excellence.

#### YOUR FACILITATOR

**Sidney Yuen** has worked, consulted and spoken on the topics of Quality, Customer Relationship Management, Leadership and Change Management for many years. He is the Chairman of HBC and Publisher of Best Practice Management Magazine.

Sidney was Head of Consulting, Asia Pacific at **Convergys Corporation** and Director of Customer Service & Quality at **American Express** and Head of the Change Management Practice at **Andersen Business Consulting, Greater China.**

A sampling of Sidney's work includes:

- Led a number of large scale consulting projects in Thailand, Indonesia, Korea, China and Hong Kong

- Led a team of highly experienced examiners to conduct HKMA Quality Award audit for over 30 Applicants
- Conducted a Quality Review for a major US Bank
- Trained over 1,000 executives in Hong Kong and Asia on the topics of Quality, Customer services, Benchmarking, Process Management and coaching, etc.

Sidney introduced the Concept of **Malcolm Baldrige Award** to Hong Kong in 1991, He subsequently became the Founding Chairman of the **HK Quality Award's Board of Examiners**. He was also instrumental in the creation of the **HK Call Centre Award** and the **HK Best Practice Awards**.

## DAY ONE: WEDNESDAY, 4 AUGUST 2010

8:00 Registration & Morning Coffee

8:50 Chairperson's Welcome & Opening Address



Thitirat Charoenyongwattana, *Vice President*  
*Customer Experience Management*  
*Market Management Division*  
AYUDHYA ALLIANZ C.P. (LIFE) PCL

### INTRODUCTION: CUSTOMER INSIGHT VS. SERVICE EXCELLENCE

9:00 **"Customer Need is the Key-Success to a Service Operation" ANALYZING TODAY'S CUSTOMER INSIGHTS TO BETTER UNDERSTAND NEEDS OF YOUR CUSTOMERS AND TO IMPROVE SERVICE OPERATIONS**

- Examining integrated approaches for getting your customer insights
- Key and practical concerns to extract the actual needs of your customers
- Implications and practices in applying your customer insights to maximize benefits
- Discovering how to utilize the customer insights as an input for the continuous improvement of your service operations
- Case samples

**Viriya Vorakittikun, President**  
**CSN & ASSOCIATES CO LTD**  
**THE THAILAND MARKETING RESEARCH SOCIETY**

10:00 Morning Refreshments & Networking

10:15 **CASE STUDY IMPLEMENTING CUSTOMER SEGMENTATION TO CAPTURE CUSTOMER INSIGHTS AND TO DESIGN OPTIMUM SERVICE OPERATIONS & DELIVERING SERVICES BEYOND CUSTOMER EXPECTATIONS**



- Effective methods and strategies in segmenting your customers
- Techniques to capture consumer insights of new emerging segments

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- Transforming your customer insights into effective service operations and the company revenue
- 'Beyond Customers' Expectations' - How to design and deliver services that exceeding your customer needs
- Key challenges to effectively deliver your services to different customer groups

**Thitirat Charoenyingwattana, Vice President  
Customer Experience Management  
Market Management Division  
AYUDHYA ALLIANZ C.P. (LIFE) PCL**

- Exploring new service innovation tools and techniques those needed for today's business: From front-line to back-end operations
- Applying 'change' and building 'innovative-thinking' workforce
- Stretching beyond service technology towards broader organizational requirements to reach Customer Relationship Management (CRM) goals
- Turning information from a technology system to customer relationship and profitability



**Woragan Xuto  
Chief Experience Maximizer  
SCG EXPERIENCE CO LTD**

## MODULE I: SETTING STAGE FOR OUTSTANDING SERVICE

### 11:15 **CASE STUDY CULTIVATING STRONG CUSTOMER-CENTRIC ORGANIZATION TO IMPROVE SERVICE QUALITY AND TO CREATE ULTIMATE CUSTOMER SATISFACTION**



- Planning and developing of customer-centric organization in the current business environment
- Aligning policies, procedures and functional operations to all customer touch points to support customer-centric goals and service quality excellence
- Enhancing employee engagement and sense of ownership to provide excellent services
- Effective technologies in enabling excellent customer services
- Key challenges for a customer-centric operation, how to avoid obstacles and techniques to achieve ultimate customer satisfaction

**Worawoot Ounjai  
Managing Director  
OFFICEMATE PCL**

12:15 Luncheon

### 1:15 **CASE STUDY BENCHMARKING CUSTOMER SERVICE OPERATIONS TO ACHIEVE AND DELIVER PERFORMANCE & SERVICE EXCELLENCE**



- Updating on standards of procedures in customer service operations
- Designing and developing effective Service Quality KPIs that drive service excellence
- Defining key results areas for benchmarking
- Benchmarking system for a continuous improvement mechanism
- Monitoring the measurement effectiveness and application of results

**\*Speaker to be announced\***

### 2:15 **CASE STUDY LEVERAGING SERVICE INNOVATION TO OPTIMIZE CUSTOMER EXPERIENCE, CREATE SUSTAINABLE COMPETITIVE EDGE AND INCREASE PROFITABILITY**

3:15 Afternoon Break & Networking

## MODULE II: CREATING SERVICE CHAMPION

### 3:30 **CASE STUDY EXCELLING CONTACT CENTER TO CREATE OPTIMUM CUSTOMER SATISFACTION AT EVERY CUSTOMER CONTACT POINTS**



- Identifying key challenges in designing and developing Contact Center System and Contact Center Process Improvement
- Managing changes for enhancing operating efficiency, lower operating cost, and supporting continuous success
- How to retain talented staff at all level of a contact center
- Training needs for contact center professionals to maximize customer satisfaction and profitability
- Integrating different channels of communications to create optimum customer satisfaction
- Driving service excellence in a contact center by facilitating superior customer service and exceeding customer expectations

**Sukanya Vanichjakvong  
Managing Director  
ONE TO ONE CONTACTS CO LTD**

### 4:30 **CASE STUDY QUALIFYING SERVICE OPERATIONS TO DELIVER CONSISTENT SERVICE EXCELLENCE - PERSPECTIVES FROM FRONT & BACK OFFICE OPERATIONS**



- Understanding front-line and back-office roles in creating excellence service quality: Service excellence goals, service operators and customer's requirements
- Effective training techniques for improving customer service levels
- New tools in improving and maintaining daily service quality especially in the front-line service
- Communication strategies for create consistent service excellence
- Empowering employees for continuous improvement in service quality
- Raising service standards while delivering consistent service

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\*Speaker to be announced\*

5:30 End of Day One

## DAY TWO: THURSDAY, 5 AUGUST 2010

8:00 Morning Coffee

8:50 Chairperson's Opening Address

**Thitirat Charoenyingwattana, Vice President  
Customer Experience Management  
Market Management Division  
AYUDHYA ALLIANZ C.P. (LIFE) PCL**

### MODULE II: CREATING SERVICE CHAMPION (CONTINUE)

9:00 **EFFECTIVELY MEASURING, MANAGING AND EXCELLING CUSTOMER SERVICE PERFORMANCE**

- Key factors that determine customer expectations and perceptions of service experience
- Measuring and monitoring customer satisfaction with service experience
- Effective methods to identify, prioritize customer needs & expectations and to be better understand dynamics of service quality
- Exploring new tools and techniques for improving service delivery and enhance your customer experience
- Conducting a customer scorecard – Case samples

**Wuthikrai Kulsirisawad  
One-System Operations Training Manager  
YUM RESTAURANTS INTERNATIONAL THAILAND**

10:00 Morning Refreshments & Networking

### MODULE III: EFFECTIVE SERVICE RECOVERY

10:15 **IDENTIFYING EFFECTIVE STRATEGIES FOR SERVICE RECOVERY AND EXPLORING HOW TO POLISH CUSTOMER PERCEPTION POINTS**

- Identifying effective strategies for Service Recovery that drive customer excellence:
  - Measuring customer satisfaction
  - Retaining current customers
  - Recovering lost customers
  - Attracting new customers
- Winning and keeping customers through enhancing their perception points in:
  - Upgrading people skills
  - Improving product quality
  - Polishing your service packaging

\*Speaker to be announced\*

11:15 \*CASE STUDY TOPIC TO BE UPDATED

- Subtopics to be updated
- Subtopics to be updated
- Subtopics to be updated
- Subtopics to be updated



*\*This presentation will be in English.*

**Jan Johnsen, Senior Vice President  
Head of dtac centers & SME  
TOTAL ACCESS COMMUNICATION PCL**

12:15 Luncheon

1:15 **CASE STUDY SERVICE QUALITY EXCELLENCE: PRACTICAL APPROACHES TO OPTIMIZE YOUR CUSTOMER SATISFACTION AND WIN THEIR LOYALTY**



- Practical approaches in establishing service quality linked with customers' requirements
- Transferring key customer needs into Service Quality Excellence
- Key challenges in optimizing your customer satisfaction and win their loyalty especially in the front-line service
- Case studies

\*Speaker to be announced\*

### MODULE IV: EXCELLING CUSTOMER RESPONSE PROCESS

2:15 **OPTIMIZING SERVICE CONSISTENCY, SPEED AND QUALITY THROUGH PROVEN BUSINESS PROCESS IMPROVEMENT (BPI)**

- Business Process Improvement (BPI) for excelling service operations: Challenges and improvement opportunities in the current time
- How to prioritize your BPI, set goals and drive projects for improvement
- Roles of BPI in integrating product design, process, human asset, system and technology to create service excellence
- Recommended tools & techniques in optimizing service consistency, speed and quality
- Obstacles and effective ways to overcome



**Anawat Jorapunyanont  
General Manager  
B-EXCELLENCE CO LTD**

3:15 Afternoon Break & Networking

3:30 \*CASE STUDY CONTINUOUS IMPROVEMENT OF SERVICE DELIVERY TOWARDS ACHIEVING SERVICE QUALITY & OPERATIONS EXCELLENCE THROUGH LEAN-SIX SIGMA

- Key challenges in implementing manufacturing-oriented Lean Six Sigma in a service industry

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- Using Lean Speed and Six Sigma Quality to improve your services and transactions
- Translating Lean Six Sigma tools into your service delivery process and deploying it in your service organization
- Gaining control over process complexity
- Developing relationship among your suppliers
- Key success factors in deploying Lean Six Sigma in a service industry

*\*This presentation will be in English.*

**Dhruv Mittal**  
**Senior Advisor (Six Sigma Master Black Belt)**  
**MITTAL CONSULTANTS AND ENTERPRISE**

**4:30 CASE STUDY DRIVING SERVICE EXCELLENCE & OPTIMIZING TOTAL COST THROUGHOUT SERVICE SUPPLY CHAINS**



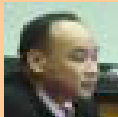
- Key challenges to watch out for developing effective service supply chains
- Leveraging service levels and effectively managing costs throughout service supply chains
- How to develop and retain reliable partners in service supply chain
- Information technical system for supporting both internal process and external partner processes
- Recommended techniques to achieve service excellence through supply chain management

**\*Speaker to be announced\***

**5:30 End of Conference**

## POST-CONFERENCE WORKSHOP FRIDAY, 6 AUGUST 2010

### ENHANCING INFLUENTIAL COMMUNICATION & NEGOTIATION SKILLS TO MAXIMIZE YOUR SERVICE OPERATION EXCELLENCE



**MR. SUTHEP KLAMTHAWEE**  
**PRESIDENT, PACTUM NEGOTIATION CO LTD**  
**THAILAND**

*This workshop will be conducted in Thai.*

This hands-on business skills workshop focuses on interpersonal communication skills and the art of negotiation. Through a study of verbal and nonverbal techniques, participants will learn how to communicate effectively. You will learn why sometimes what you say is misinterpreted and how to ensure that future communications will be correctly understood. You will also learn how

to engage effectively with others through listening actively, tailoring your discussion to the audience, being aware of your body language, set clear expectations and manage language and cultural barriers with local and remote teams.

Participant will understand what negotiation means, how often you negotiate without even realizing it and hear about successful negotiation strategies and styles. Learning how to plan your negotiations and best practices to deal with tough clients/negotiators, develop strategies to be more effective in your negotiations, and learn when to walk away from a negotiation that is not going anywhere. This is an intensive course that features case studies and other role-playing exercises that train participants on how to negotiate regardless of the level of their negotiation skills. Undoubtedly, as for customer service operators, to gain influential communication and negotiation skills and know how to mix them up effectively in any given situation, will dramatically enable you to successfully operate your daily life and working professionals in ease. **Don't miss it! Come and add up your self-value!**

#### ACTIVITY-BASED WORKSHOP OUTLINE

- ✓ Internal communication process
- ✓ Skills for listening and questioning
- ✓ How to communicate nonverbally
- ✓ How to deal with non-technical people
- ✓ Negotiation process and planning
- ✓ Successful negotiation strategies and styles for customer service operators
- ✓ How to deal with tough negotiators
- ✓ Self-assessment of negotiation styles for each individual
- ✓ Simulation and role-play for successful negotiation, for example *Competitive Negotiation, Collaborative or Win-Win Negotiation* (topics, situations and conditions will be provided for the participants)

Remarks:

- ★ Topics, situations and conditions will be provided for the participants.
- ★ Each simulation and role-play will be divided either into three member group or five-member group
- ★ Performance evaluation will be conducted after each session

#### WORKSHOP LEADER PROFILE

Visiting professor Suthep Klamthawee was a former AFS (Intercultural Exchange Scholarship) student to Minnesota, USA. He earned a Bachelor's degree in Political Science (International Relations) and Master's degree in International Trade Negotiation. Currently, he is teaching "Conflict Management, Communications and Negotiation" for Chief Executive Officer (CEO-MBA) students at Rangsit University and University of Thai Chamber of Commerce. In addition, he is President of the firstly established negotiation consultancy company in Thailand named "Pactum Negotiation Company Limited". He is also a frequent visiting guest speaker under the topic of "International Business Negotiation" for both government agencies and private organizations.

**REMARKS: THIS IS A PRELIMINARY CONFERENCE & WORKSHOP PROGRAM FOR REFERENCE ONLY. IT HAS NOT BEEN FINALIZED TO THE PUBLIC YET.**