



5 Star Customer Service

Attain 5 Star Service Excellence and
Optimize the Customer Experience for Long Term Loyalty

Course Director

Graham Moore

- Founding Member, ICSP (International Customer Service Professionals)
- Professional Member - National Speakers Association of Australia
- Genos™ Emotional Intelligence Practitioner and Coach
- Buzan Licensed Certified iMindMap™ Instructor
- Hogan Assessment Tools Accredited Trainer
- Fellow of Institute of Learning Practitioners
- Fellow of Academy of Hypnotic Science
- Regional Director at BNI, U.A.E.

Achieve Superior Service

Increase Customer Loyalty

Build Strong Relationships

Create Dynamic Strategies

22 September 2011, Sheraton Hotel & Towers, Karachi
23 September 2011, Pearl Continental Hotel, Lahore
9:15 am to 5:00 pm

**Book 3 seats &
Save PKR 5,000**

Tel: 021-34534261, 021-34536315, Fax: 021-34520708, E-mail: register@octara.com | www.octara.com

For Details & Registration:



Graham Moore

"Customer service is about choices: how well you choose to deliver it will determine whether the customer chooses to use you again." **Graham Moore**

Graham Moore is a licensed Buzan instructor who was personally trained by Tony Buzan's No. 1 Master Trainer, Jennifer Goddard. He is the only **iMindMap™ Certified Trainer** in the Middle East. Graham is a well recognized professional speaker and brings with him over 16 years of global experience of coaching the disciplines and skills for developing leadership, communication management, sales and customer service.

Graham is a Professional Member of the **National Speakers Association** of Australia. He is an Associate Consultant with the Australian Institute of Management (AIM) where, for 9 years, he has conducted public programs as well as in-house trainings for AIM clients. He was a Founding Member of **ICSP (International Customer Service Professionals)** and presented at the first 2 annual ICSP conferences. Recently Graham has been invited to deliver a keynote presentation at the first **Customer Service Week**, Middle East to be held in October 2011. This event will be presented under the patronage of H.H. Lt. Gen. Skeikh Saif Bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior of the UAE.

Besides his training expertise, Graham is also the author of a number of published articles on Emotional Intelligence and leadership. Graham enjoys the repute as a thought leader in this field and was also invited to develop a learning module on E.I. for the subscribers of CEO Online. He is accredited with Genos™, an Australian company with an international reputation for their research on Emotional Intelligence.

Previously, Graham has also been associated with the television industry. After producing 450 hours of prime time television drama, he was the Director of Acquisitions for Crawford Productions and Executive in Charge of Production for Legend Media, Singapore.

In 2009, Graham was independently assessed as being in the top 1% of facilitators worldwide for Learning Effectiveness (RAIT Learning Assessment).

Here's what people who have heard Graham Moore speak say about him:

"As the International President of the Global Speakers Federation I've had the privilege of seeing many speakers from around the world this year. Graham stands out as one of the best. His presentation was challenging, thought provoking and at times very funny, an interesting mix and one that is not easy to do always with a speech. I recommend Graham as a conference speaker to anyone seeking an expert in leadership and empowering others within your organization."

Lindsay Adams, International President, Global Speakers Federation

"Graham is an incredibly wise man with a sincere and honest way of being with people. I am always impressed with his clarity of thought, appropriateness of action and his authenticity."

Sandi Givens, Author, Speaker and Professional Member – National Speakers Association, Australia

"I've learnt new ways to motivate and influence my team. Graham maintained excellent interaction throughout the session."

Head of Pakistan Operations, Herbion

"It was an excellent session with good relevance of EI theory to practice."

AVP/ Head of TP & PR, UBL



Graham has trained participants from:





"It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages."

Henry Ford

Course Overview:

The success of any business, however large or small, is directly related to customer service delivery.

Developed by Graham Moore over his 16 years of experience in training and coaching, "5 Star Customer Service" is an engaging, interactive, result oriented and motivational Customer Service program. It is designed to provide participants with the skills to deliver outstanding customer service and develop an understanding of the importance of Customer to business outcomes and objectives of the organization and in particular.

Top 5 Learning Outcomes:

- ★ **Strengthen** your understanding of Customer Service and the objectives of Customer Focus.
- ★ **Learn** how to develop your listening and questioning skills to better understand expectations of both, internal and external customers.
- ★ **Leverage** the magic of '5 Stars' of ideal Customer service to form and retain long-term mutually beneficial relationships with your customers.
- ★ **Identify** customers' problems, needs and requirements to develop solutions in form of new processes and systems.
- ★ **Define** your strategy for ongoing development of the level of Customer Service delivery.

5 Star Course Outline:

- What does Customer Service mean to you?
- Developing Positive Relationships with Customers
- The Keys to Customer Service Success
- The Power of Active Listening & Smart Questioning
- The Art of Telephonic Conversation
- What is your current level of Customer Service?
- Defining 5 Star Customer Service
- World's best practice in Customer Service
- The Five Magic 'I's of 5 Star Customer Service
- The 5 Star Customer Service Team
- 5 Star Customer Service Delivery Behavior
- The Ten Daily Questions for 5 Star Customer Service
- Designing your 5 Star Customer Service Strategy

Who Should Attend?

This course is specially designed for frontline Customer Services Managers and their teams.

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Workshop Investment

PKR 15,999/-
per participant

10% Group Discount
on 3 or more nominees

Fee includes course material, Octara certificate, lunch, refreshments & business networking

Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**
Muhammad Adeel Khalil
E-mail : madeel@octara.com
 : register@octara.com
Tel : 021-34534261, Cell: 0300-8937513
Fax : 021-34520708, 021-34546639
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Strategic Partners



Logistics Partner



Partner



Bring 5 Star Customer Service In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-2422732** for more details

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