

# Build Lifetime Cu\$tomer Relationships

\$trategies for Creating Customer and Employee  
Value & Loyalty in 2011



**16 - 17 March, 2011**

**Sheraton Hotel & Towers, Karachi**

**9:15 am to 5:00 pm**

## Top 3 Learning Objectives:

- 1** Build relationships with your customers and better understand their needs so that you can deliver exceptional customer service, build customer loyalty and increase your profitability
- 2** Nurture the emotional connection with your customer, to build the trust that leads to loyalty, so that you become your customers' first choice
- 3** Learn how to develop effective Customer Relationship Management (CRM) processes and systems to support your customer service strategy, which will help you deliver exceptional service, guaranteeing profitable repeat business

### For Details & Registration

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Course Facilitator

**Saira Akbar**

CEO and Chief Consultant,  
Global Management Consultants, Dubai

Worked with Emirates airlines for 7 years in sales and marketing training division.

Saira's 12 years of diversified experience includes training & counseling of individuals from leading multinationals.

Besides being a CIM diploma holder, Saira is also certified in Inscape DiSC profiling, 6 seconds emotional intelligence, Persona Global organizational assessments.



Course Facilitator

# Saira Akbar

CEO and Chief Consultant, Global Management Consultants

Saira Akbar became part of service industry when she joined UK's leading Scottish carrier, British Caledonian Airways - BCAL back in 1980. When BCAL merged with British Airways, Saira left the airline to join the then newly formed Emirates Airline in 1990 as a training officer and was quickly promoted to set up the company's sales and marketing training division. In this role, Saira was also responsible for introducing concepts of distance learning and forming alliances with companies such as IATA Airline Marketing Program Certification, as well as Chartered Institute Of Marketing, UK. Saira also introduced the concept of 'internal consultancy' in Emirates Airline for trainers to work closely with line managers and support their business concepts and goals.

In 1997 Saira set up her own business-Global Management Consultants in Dubai. This new company was set up with a strong focus on customer and people excellence, using tools and techniques that would today be recognized as DiSC profiling, business simulations games, 360 degree feedback, emotional intelligence and more. These approaches are collectively bundled and known as GLOBAL DEVELOPMENT PROGRAMS & INITIATIVES. Since setting up Global she has nurtured the company as CEO and Lead Trainer and spearheaded its reputation as one of the leading regional consultancy firms in HR, Sales, Marketing, Customer Experience and Leadership Training and recruitment.

Besides being a CIM diploma holder, Saira is also certified in Inscape DiSC profiling, 6 seconds emotional intelligence, Persona Global organizational assessments.

And last but not the least, Saira's instruction style is facilitation, inspiration and humour all wrapped up in one. Who could ask for more? Saira is one of those rare individuals who has a unique ability to appeal to young and senior executives alike by bringing laughter and learning together. She creates exciting training experiences, using well-researched materials that allow the delegates to achieve more by thinking differently, and executing learning in real life, with special focus on bottom-line results and outcomes.



## Hear what past participants have said about Saira

"I've learned how to build stronger relationships with my clients and other office employees. A workshop well planned and delivered!"

**Pak Suzuki**

"I know how to tackle work related issues, stop being a boss and improve as a person and as a professional. Thoroughly enjoyed the workshop!"

**MCB Bank**

"Learned a lot, excellent course. Saira was damn good! Thank you for explaining the A-Z of CRM."

**LUMS**

"It was an excellent workshop – an all in one package: Emotional intelligence, Customer value chain and Customer Loyalty."

**Coca-Cola Beverages Ltd.**

"New CRM tools gallop systems were a great help. Content was interesting and superbly presented."

**ICI Pakistan**

## Course Overview:

This highly practical and comprehensive new, high impact, customer relationship and retention workshop will introduce you to the latest research and ideas in customer relationship management and customer service. You will explore recent trends and discover how to use the new tools and techniques in your organization to achieve stunning customer retention rates and increased profitability.

## Pre-Course Work:

### Please note:

This course includes some pre-course work. Completing this work before you attend the course will help you make the most of this learning opportunity, contributing greatly to helping you understand the course material and its application.

- Complete online questionnaire for DiSC profiling and emotional intelligence
- Identify one the best case studies that you have experienced in customer relationship management. Be prepared to explain/present the case in the class
- Identify worst business case for customer relationship management. Be prepared to explain/present the case in the class

## Who Must Attend?

Senior management team members, General managers, Sales directors and managers, Marketing directors and managers, Customer service directors and managers, Product managers, Quality managers, Training managers, HR managers introducing an 'employee centric' strategy, Planning managers introducing a 'customer centric strategy' linked to employee strategy.

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## Day ONE

### **3rd Generation Customer Experience**

- To exceed or not to exceed customer expectations – a debate
- How future customers will change the game?
- Typical customer serving practices – the myths and realities
- Ordinary dignity of the customer – HP's true case study
- What's missing in HP?
  - Group work
- Without breaking character – the new age customer science framework
- In the news – new age employee strategies
- The Ritz Carlton Hotels' case study
  - The service credo, the service values, and the employee promise
- Without breaking character case studies
  - Global's case studies
  - The Walt Disney case study
- Group work
- 3rd generation customer science employee training

### **Defining Your Organization's CRM Based DNA**

- What is a DNA?
- Defining Your Organization's employee and their CRM based DNA
- How do companies define, grow, maintain, their DNA = employee based CRM
  - Group work
- Great Combo E = C - the case of Southwest Airline
- Customer value chain
- Millers International – Who killed the sale?
- My customer value chain and team roles
- Group work and presentations

### **The Loyalty Connection: Secrets To Customer Retention and Increased Profits**

- What is customer loyalty?
- Loyalty – a savings account
- Customer loyalty findings - a survey
- Your Organization's customer loyalty assessment
  - Group work and presentations
- The Loyalty Connection: Assess a current product's loyalty factor
  - Group work and presentations
- Response expectations matrix
- Drivers of customer loyalty
- Customers who do not complain
- Defection – why do customers leave?
- 6 indicators of a customer ready to walk out the door for good
  - Group work
- Retention – why do customers stay?
- Customer's 2nd life cycle
- Loyalty factor – dare to be different

### **ACE – Auditing Customer Expectations**

- Customer satisfaction doesn't count – a debate
- ACE on your organization
- Gallup CE11 - method of driving customer engagement
  - 3 rational assessments
  - 8 emotional assessments
  - Deploying CE11
- Understanding the future customer
- The constant customer

## Day TWO

### **The Emotional Connection – The Key CRM Differentiator**

- Why would you want to make a difference to your customers?
  - Group work
- What is emotion?
- What is emotional intelligence?
- Understanding emotions
- Emotional mirror neurons
- Mirror, mirror in the brain: mirror neurons, self-understanding and CRM
  - Group work
- Key ingredients for an EI based CRM strategy
- Emotions based CRM – TV commercials
- Two level customer experience – the imbalance & the balance
- 6 Seconds EQ Survey – key finding
- List your top 10 challenges & measure if EQ can be used to resolve these
- Introduction to DiSC profiling– the emotional connection understanding
  - The history of DiSC
  - The DiSC model
  - Exploring your strengths and limitations
    - ✓ Group work and presentations
  - DiSC'ing your customer profiles
    - ✓ Group work and presentations

### **CRM and \$\$\$\$**

- CRM-critical to profitability?
- The top eight customer management trends for 2010 – Forrester Research

### **Your Organization 's New Age Customer Science CRM Strategy**

- Ram Charan – Building Blocks of a Successful Business
- YOUR ORGANIZATION – New Age Customer Science business model presentation
  - The Right Here – Right Now Thinking MAP
  - Right Here – Right Now CRM Strategy
  - Classroom project presentations
    - ✓ The concept
    - ✓ The execution plan
    - ✓ Needs to be free of management approvals
    - ✓ Needs to be free of financial approvals
    - ✓ Grass-root level within the ethical boundaries

### **Take away assignment- final round table discussion**

### **Program Close, Feedback & Certificates Ceremony**



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## Workshop Investment

PKR **27,999/-**  
per participant

**10% Group Discount**  
on 2+ nominees

Course material, Octara & GMC certificate, lunch, refreshments & business networking

## Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
E-mail : register@octara.com  
          : info@octara.com  
Fax : 021-34520708, 021-34546639
- **Send us your:**  
Name | Designation | Organization  
Mailing Address | Phone, Fax and E-Mail
- **Send your cheque in favor of**  
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**Muhammad Imran Anwer**  
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### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Strategic Partners



## Bring Build Lifetime Cu\$tomer Relationships In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at **0321-2133409** for more details

## Upcoming Programs INVEST TODAY!

**Breakthrough Thinking**  
8 February, 2011, Karachi  
*Saadi Insha, Pakistan*

**Customer First®**  
14 February, 2011, Karachi  
17 February, 2011, Lahore  
*Sandra Reeves, Singapore*

**Creating and Implementing a Dynamic Marketing Plan**  
14 - 15 February 2011, Lahore  
17 - 18 February 2011, Karachi  
*Ian Ruskin Brown, UK*

**Present Like a Pro!®**  
15 February, 2011, Karachi  
18 February, 2011, Lahore  
*Sandra Reeves, Singapore*

**Creativity through Mindmapping**  
19 February, 2011, Karachi  
21 February, 2011, Lahore  
*Sandra Reeves, Singapore*

**Effective Delegation Skills**  
21 February 2011, Lahore  
23 February 2011, Karachi  
*Ramiz Allawala, USA & PK*

**The CHAMPION Sales Professional**  
22 February 2011, Lahore  
*Hassan Bin Rizwan*

**Marketing Excellence Series: Developing a Power Communications Strategy**  
10 - 11 March 2011, Lahore  
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*Omer Abedin, UAE*

**(POP)™ (Certified de Bono Workshop)**  
11 - 18 March 2011, Lahore  
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*Tauseef Qadri, UAE*

**'Staying in the Helicopter®' The Key to Profitable Growth**  
March 2011, KHI, LHE & ISB  
*Roger Harrop, UK*

**The True Role of HR Today**  
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*Roger Harrop, UK*

**Inspirational Speaking**  
March 2011, Karachi & Lahore  
*Lucy Cornell, Australia*

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March 2011, Karachi & Lahore  
*Jim Truscott, Australia*

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April 2011, Karachi & Lahore  
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