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Training | Conferences | Events | Publications

September 12th 2007 | Sheraton Hotel & Towers, Karachi | Timing: 9:00 am to 5:00pm

Strategic Customer Services Management



Building an Excellent Service Culture in Organisations

Key Benefits

- Utilizing customer feedback to improve the provision of products and services
- Developing a range of communication techniques to build customer relationships
- Reviewing customer retention strategies
- Finding positive solutions to customer complaints and transform your most challenging customers into champions
- Developing top quality customer service teams

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Your course director

Ramiz Allawala

Hear What Delegates Have Said About Ramiz's Previous Courses:

"Ramiz lives up to his reputation as being one of the best trainers in Pakistan. The session was simply amazing" United Bank Limited

"Instructor was inspiring and energizing" Citibank, N.A.

"Extremely wonderful, well conducted and absorbing" SUPARCO

"I was keen for Ramiz to lead the programme for our employees because I was sure he was the right person to engage the group and to provoke a traditionally conservative (but very intelligent) bunch of people to share their views and think about alternatives to the norm."
Eli Lilly

Ramiz Allawala consults and trains widely on coaching, team performance, and leadership for hyper-growth organizations. After running businesses in USA and Pakistan, he founded Gulfstone Training, which highly influenced new thoughts and approaches getting introduced to business training and changing managerial performance. Ramiz constantly mentors junior and senior business leaders in developing teams, business strategy, and responsive decision making to propel personal and organizational growth beyond imaginable levels. He offers instant feedback and assessment to his clients by using his unique 'Management-By-Coaching' model that stress the 3-MCs - Managing Culture (creating high Trust), Managing Change (challenging set-piece learning loops), and Managing Commitment (inclusion, assertion and cooperation).

Participants in Ramiz's courses are struck by his intellectual insights, articulation, and practical hands-on approaches that help managers create their own destiny. He pushes participants beyond their limits by exerting themselves and blurs the lines between performance, learning and enjoyment. His workshops are open, non-dogmatic, and participative where everyone gets challenged to offer differing views, ideas and strategies, since the main focus remains 'do-ability' rather than theory. Discussions always remain frank, focused, candid and clear.

Ramiz lives in Karachi with his wife and business partner, Trainer Karen Allawala, and their three children Alisa, Alina and Zachary.

Valued Clients

Tapal Tea

NIB Bank

GlaxoSmithKline

Engro Chemical Ltd.

ABN AMRO Bank

SECP, KAPCO

United Bank Limited

Habib Bank Limited

Abbott Laboratories

British Petroleum

Mobilink

U-FONE

The World Bank

Eli Lilly

Berger Paints

Course Objectives

- ▶ To learn power phrases and specific words that will make what you have already used even more effective
- ▶ To get motivated to do more and use more of what you already have to improve your sales
- ▶ To pick up new psychological insights to help you understand why prospects "respond" or "react" to your pitch
- ▶ To have the right mental attitude towards yourself, others and the sales profession
- ▶ Describe exceptional customer service
- ▶ Identify the benefits of great customer service
- ▶ Recognize barriers to the delivery of outstanding customer service
- ▶ Recognize and adapt to specific customer behavior styles
- ▶ Demonstrate how to measure customer satisfaction levels and take corrective action if needed
- ▶ Learn techniques for dealing with angry or upset customers
- ▶ Develop a personal action plan to improve customer service skills

Overview

Service Management reflects how we listen, focus and respond to our clients. Enriching customers' lives reflects the main theme of this course. Service management for the 21st century has changed from managers giving orders while they take a back seat to watch if their team has done what they have asked them to do, as compared to today's service where managers guide their team by getting out of their chairs and working alongside with their team.

When dealing with customers you are your organization's ambassador and the quality of service you deliver will be remembered. The impression you give will be communicated to friends and colleagues. However, if the service you gave was below expectations, the potential damage to your organization is immeasurable. To build and maintain a strong base of longstanding customers, companies must provide exceptional service at every point of interaction. To do so, requires abandoning traditional customer service models, which are characterized by a cycle of failure that disappoints customers, employees, and ultimately, shareholders. This course will change the way you and your organization think about customer service. It will help you out-distance competitors by building a loyal customer base, cross-selling and up-selling more effectively, and leveraging referrals from satisfied customers to win new business.

Bring

Strategic Customer Services Management

In-house! Please contact
Muhammad Arif at marif@octara.com or
call at 0300-8275091 for further details

Book Today!

Fee and Registration details on back

Course Content

The content consists of 6 activity based modules

- ▶ What defines perfect service?
- ▶ What do you see as the "coffee stain" in your organization?
- ▶ Through the eyes of the customer, how do they see your service?
- ▶ How to handle customers (a process mapping overview)?
- ▶ What constitutes customer-friendly processes?
- ▶ What action planning do we need?

Co-ordinating Back Office People With Front Office People

- U Back office people will learn numerous ways to give support to the front office
- U How we can change our behavior towards the way we treat our customers
- U Know the difference between traditional customer service and hands on customer service
- U Know the importance of no-one left behind
- U Know how to encourage your team
- U Understand what turns off our customer

Know How = Knowledge and Accuracy
See How = Appearance and Courtesy
Do How = Pride and extra Effort



Who Should Attend

Senior, Middle and Lower management cadre employees and cutting across functional lines - front end, back office, IT, finance, security & HR professionals

This program uses 6 (six) games and activities over an 8-hour period (1-day) to get real commitment from participants to buy into their organization's vision of customer care and service

What is The Methodology?

Throughout the day participants will go over the basic service issues through a range of activities. The groups will break into cross functional teams and each team will find one area of service improvement and speculate on problem areas by looking through 5 different lenses.

-
- Leadership
 - Interpersonal Communication
 - Empowerment
 - System Coordination
 - Motivation

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Registration & Payment Options

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E-mail: register@octara.com
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Tel: 021-4534261, 021-4536315
Cell: 0300-8275351

Registration Note

Participation will be confirmed subject to receipt of payment.

Cancellations

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 Octara course within the next 12 months in the event of unforeseen circumstances, Octara reserves the right to cancel or postpone the event.

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Program Fee (Per participant)

Rs. 8,500/-

Includes course material, Octara certificate, lunch, refreshments & business networking

Avail a Group Discount till 29th August 2007
10 percent on total investment on registering
3 or more participants from one organization

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3rd & 4th Sept 2007, Karachi

Supply Chain Management Best Practices

John Paul, Singapore
12th & 13th November 2007

Succeed in Outsourcing

John Paul, Singapore
14th November 2007

Employer Branding

Paul Keijzer
20th November 2007, Karachi

Essential Management Skills for New Managers

Joe Bulman, UK
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Douglas Zimmerman, Canada
December 2007

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