

Build Lifetime Cu\$tomer Relationships

\$trategies for Creating Customer and Employee
Value & Loyalty in 2010



8 - 9 June 2010, Sheraton Hotel & Towers, Karachi
11-12 June 2010, Pearl Continental Hotel, Lahore
9:00 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

Workshop Investment

PKR 27,999/- per participant

10% Group Discount on 2 + participants

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

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.



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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

"Your CRM course has become a very special tool for me to communicate with my customers. Thank you Saira for a highly influential session."
ICI Akzo Nobel, Life Sciences, Pakistan

"A big Thank You Saira, for all your invaluable support given before and during the sessions. You are a star in our organization and all our delegates will fondly remember you!"
Mashreq Bank

"Thank you so much Saira, for guiding me and teaching me so many new things about Customer Service. Your training was so different."
Easa Saleh Al Gurg

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 of 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.

Bring Build Lifetime Customer 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 or call at 0321-2133409 for more details

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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

