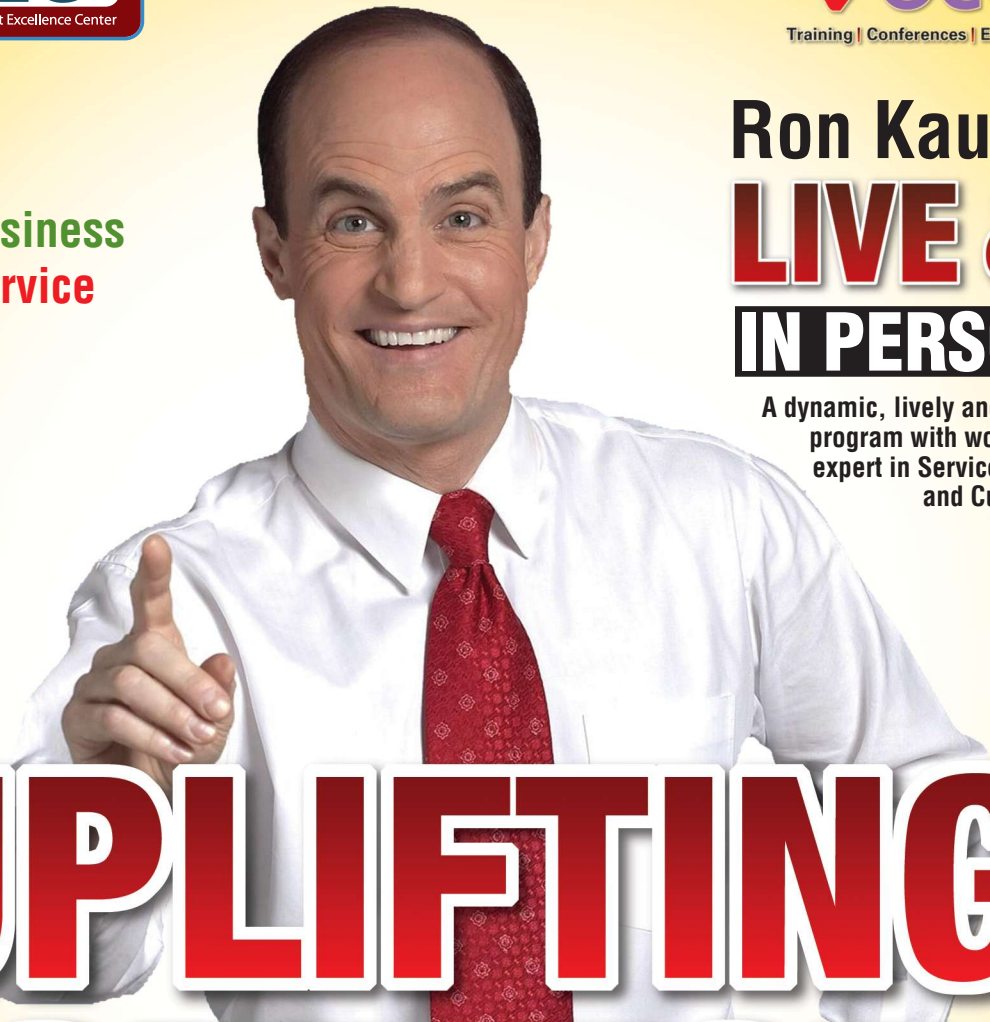




Be **Inspired**  
 Be **Provoked**  
 It's about **Business**  
 It's about **Service**



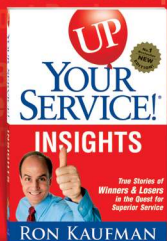
**Ron Kaufman**  
**LIVE & !**  
**IN PERSON !**

A dynamic, lively and enlightening program with world's leading expert in Service Partnerships and Customer Focus

# UPLIFTING SERVICE

The Proven Path to Service Transformation for Sustainable Competitive Advantage

21 April 2012, Sheraton Hotel & Towers, Karachi | 9:00 am - 5:00 pm



All participants will receive a complimentary copy of Ron's highly acclaimed book **UP YOUR SERVICE® INSIGHTS**

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# Service ICON Ron Kaufman

“ What goes around, comes around.  
What you send out does come back. ”  
Service is a two-way street. Life is, too.

- Author - Uplifting Service and 14 other books on service, business & inspiration
- Rated as one of the world's "Top 25 Who's Hot" speakers by Speaker Magazine
- Brings powerful insights from working with clients all over the world in every major industry for more than twenty years
- Inspiration to leaders, managers and service providers in his high-energy speeches and workshops

Ron Kaufman is one of the world's most sought-after educators, consultants, and thought-leaders in achieving superior service and uplifting service cultures.

Ron understands that the only reliable way for a company to achieve and maintain its competitive edge is to create a culture that empowers every employee to surprise and delight customers and colleagues with truly uplifting service.

Ron works with a successful clientele of government agencies and multinational corporations. He delivers powerful insights and global best practices enabling organizations to gain a sustainable advantage through service.

Ron is a regular columnist at Bloomberg BusinessWeek. He is the author of 14 books on service, business and inspiration and has been featured in The Wall Street Journal, The New York Times, and USA Today.

**“Ron Kaufman designs and delivers service improvement programs for our management, country offices, sales teams, ground staff, pilots and cabin crew. He helps us keep our service flying high!”**



“The results speak for themselves - YTD Month 10 Revenue Growth 32%, 53% Gross Profit Growth and 52% Net Profit Growth.”

**Xerox Emirates**

“Ron's energy and enthusiasm for service leaps off the stage. We are still talking about his presentation months after the conference!”

**Citibank**

“We created an action list for twelve months from just one session. Ron is way above other speakers in impact, relevance and value.”

**ExxonMobil**

“Ron's insights and experience are unmatched. His ability to illustrate new ideas with global benchmarks and best practices is amazing.”

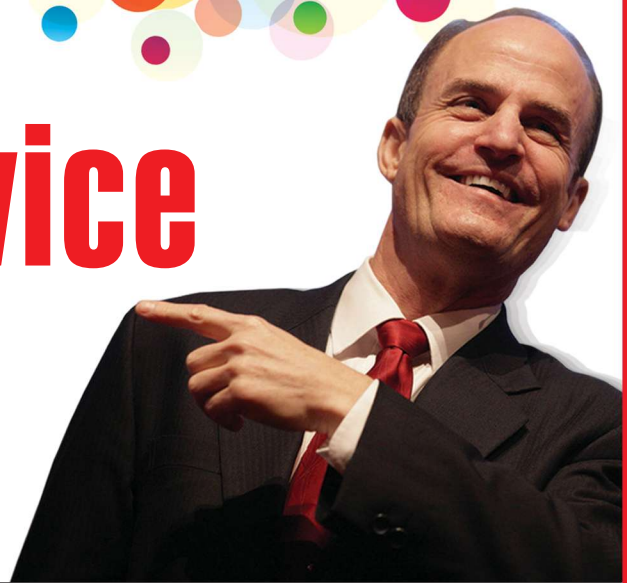
**Johnson & Johnson**

## Look who is learning with Ron!



# Uplifting Service

One Day **2** POWERFUL SESSIONS!



## Program Overview

In today's global economy, customer expectations in almost every industry are rising. What was once considered a perk, bonus or plus is now a promise clients expect – and even demand – time and again.

Everyone agrees that providing excellent service is essential for continued success in today's competitive world. But too often, many executives regard quality service as “the fuzzy stuff” and don't know how to measure, manage or implement it on a companywide scale.

**Uplifting Service** clears the fog and shows everyone, from the C-suite to the front lines, specific actions and concrete steps to fly over customers' rising expectations and immediately transform the quality of service delivered at all levels of the company.

Participants will learn how to build strong internal and external partnerships with their customers, colleagues, managers and suppliers while moving their teams toward greater progress, performance and profits!

## Who Should Attend?

This high-energy, high-content workshop will upgrade service skills and uplift the spirit for service for everyone serving external customers or internal colleagues. Appropriate for all levels, from managers to frontline staff.

For immediate service improvement, register everyone on your team!



**“A visionary on service.  
Passionate, practical  
and powerful.”**

Federal Express

**ACTION  
ARTICULATION  
DIRECTION  
INTENTION**

## SESSION ONE

### Uplifting Service Culture

Build an Uplifting Service Culture for Sustainable Competitive Advantage

- Why an uplifting service culture earns you a **sustainable advantage**
- How to engineer your service culture with a proven **three-part architecture** and implementation roadmap
- How to align **The 12 Building Blocks** of Service Culture to get more impact from the activities you are already doing
- How to **track, improve and measure** the value of your service culture
- Why a weak service culture leads to more complaints, lower margins and higher staff turnover – **and how you can avoid these problems**

## SESSION TWO

### Secrets of Superior Service

Keep your customers Happy, Loyal and coming back for More!

- **Exceed** your customers' rising expectations
- **Stand out** with excellent service mindset
- **Climb** the stairs to unbelievable levels of service
- **Manage** your customers' expectations
- **Appreciate** the value of customer complaints
- **Bounce Back!** with effective service recovery
- **Shift** from blame and shame to taking personal responsibility
- **See the world** from customers' point of view



# UPLIFTING SERVICE

## 21 April 2012, Karachi

### Program Investment

**PKR 30,000/-**  
per participant

**10% Group Discount**  
on 3 or more nominees

### Special Group Packages

Special Packages available for registrations in Bulk. Contact us for more information.

#### FEE INCLUDES:

Branded Courseware, Complimentary Book, Participation Certificate, Lunch and Refreshments.

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## 6 Great Reasons to Sponsor

#### Complimentary Passes

Utilize the maximum of your sponsorship investment and have your clients, employees and prospects attend a one of its kind service event.

#### Position Your Company Brand

Connect your brand with Ron Kaufman's globally acclaimed service program to mark a strong competitive footprint.

#### Media Campaigns And Promotions

Hit the news with exclusive media campaigns and promotions for the event.

#### New Sales Leads

Showcase your products or services either by exhibiting or taking part in the program to meet key strategy execution decision makers.

#### Build Customer Loyalty

Face to face contact at conferences cements your position as a market leader and helps develop client loyalty.

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