

ONLINE & OFFLINE CUSTOMER SATISFACTION SURVEY & MANAGEMENT



Overview & Objective

This two-day workshop will cover the basic and advanced topics in On-line and Off-line Customer Satisfaction Survey and Management that enable the participants to increase their awareness and knowledge of the Customer Satisfaction Survey in terms of methodology as well as management concept. Participants will also learn how to develop appropriate plans to integrate the survey.

This two-day course addresses the importance of managing Customer Satisfaction Survey and exceeding customer expectations by analyzing the results from the survey. Participants will have a complete and systematic learning of every aspect of satisfaction survey from designing to presenting.

ADDITIONAL BENEFIT of this workshop: Participants will receive a general report of the eSurvey on one industry (Internet Banking, Internet Securities Trading, Internet Purchasing)

Who Should Attend

Head of Service Quality, Head of Operations, Branch Director, Head of Customer Service, General Manager, Marketing Director

Practical Case Study

Experience sharing, lesson learned and findings in the online customer satisfaction and loyalty survey in HK.

Internet Banking
Internet Securities Trading
Internet Purchasing

Course Discussions and Exercise

Lots of Peer-to-Peer consulting opportunities and exercises allowing participants immediately apply the contents that they have learnt in class.

Course Outline

How to Design a Successful On-line and Off-line Customer Satisfaction and Loyalty Survey

- Questionnaire design
- Focus Group
- Infrastructure for online survey
- Analysis

Advances In Customer Satisfaction Management Introducing / Understanding Customer Satisfaction And Loyalty

- What Is Customer Satisfaction?
- Impact of Customer Satisfaction
- Who Are Your Customers?
- What Are Customers' Expectations?
- Performance Gap Analysis
- Voice of Customers

Problem Definition & Model Formulation

- Qualitative Research
- Analysis of Past Data
- Attrition Research
- Latest Model Development
- Transactional vs. Relationship Survey

Program Design

- Questionnaire Design & Scaling
- Sampling
- Means of Data Collection

Performance Metrics

- Reliability of Metrics
- Performance Tracking

Competitive Measures

- Benchmarking
- Gap Analysis
- Value Mapping

Tracking System

- Goal Setting
- Continuous Feedback
- Testing New Initiatives

Action Plan For Improvement

- Quadrant Charts
- Key Drivers Analysis
- Best Practices

Strategic Analysis

- Loyalty Modelling
- Recovery Strategies
- "What if?" Analysis
- Payoff Analysis
- Pitfalls of Regression Model
- Advanced Statistical Tools

Program Evaluation

- Impact Analysis
- Program Refinement

Presenting CSM Results

- Actionable/Informative Output

MEMBERS & CLIENT LIST (PARTIAL)



Airlines & Courier Services

Cathay Pacific Airways
DHL Intl HK Ltd
Dragon Airlines
TNT Express
Virgin Atlantic Airways

Banking & Finance

Aeon Credit Service Co. Ltd
American Express
Bank of America
Bank of East Asia
CITIC Ka Wah Bank
Citibank, N.A.
Dao Heng Bank
Delta Asia Credit Ltd
East Asia Heller
Hang Seng Bank
HSBC
HSBC Asset Management
Invesco Asia Co Ltd
Liu Chong Hing Bank Ltd
Manhattan Bank
Nikko Global Asset Mgmt
Paribas Principal Investment
Prudential-Bache Intl Ltd
Reuters HK Ltd
S.W.I.F.T. s.c.
Shui On Investment Co. Ltd
Standard Chartered Bank
Thomson Financial
Wing Lung Bank Ltd

Government Units and Public Utilities

Architectural Services Dept
CLP Power Hong Kong Ltd
HK & China Gas Co Ltd
Hong Kong Oxygen
HK Housing Department
HK Trade Development Council
Hongkong Post
Kowloon Canton Railway
Kowloon Motor Bus Co Ltd
Water Supplies Department

Information Technologies

Atos Origin
Bridge Information System

CCT Teligent Co Ltd

Compaq Computer HK Ltd
Datacraft (Hong Kong) Ltd
Eyretel Asia Ltd
Hewlett-Packard HK Ltd
IBM
Legend Expert Systems Ltd
Magically, Ltd
Onyx Software
Oracle Corporation
Peregrine Systems Pte Ltd
Ricoh Document Solution
Seamatch Technology Ltd
Sun Microsystems
Support Technologies Ltd
Support.com Ltd
WorldCom Conferencing

Insurance

AIA Co Ltd
AXA Insurance
Blue Cross Insurance Ltd
BUPA (Asia) Ltd
CGU Intl Insurance
CIGNA Worldwide Insurance
Dao Heng Insurance
HSBC Insurance (Asia) Ltd
Eagle Star Insurance
ING Life Insurance
Manulife Financial
New York Life Insurance
Principal Insurance
Royal & SunAlliance
Speedinsure

Internet

China Dot Com
Dickson Cyber
Hongkong.com
HK Broadband Network
HKNET Co. Ltd.
Pacific Supernet
CPCNet (formally PSINet)
YAHOO

Medical Care & Hospital

Quality Health Care Medical
Wyeth HK Ltd

Yan Chai Hospital

Property Management

Centaline Property Agency
Colliers Jardine
Goodwell Property Mgmt Ltd
Hang Yick Properties Mgmt
HK Land Ltd
HK Resort Company Ltd
Hsin Chong Real Estate
Parkland Property Mgmt
Swire Properties Ltd

Telecommunications

Casil Telecom Ltd
CM Telecom
Lucent Technologies
New T & T (HK) Ltd.
Hutchison Telecom
MoBiTai Communications
PCCW Teleservices Ltd
SmarTone Mobile
Sunday

Outsourcing and Consulting Services

800 TeleServices Ltd
Automated Systems HK Ltd
CL Technical Services Ltd
Epro Teleservices Ltd
Getronics
Hutchison Teleservices
ISM-BC International
KPMG
PricewaterhouseCoopers

Others

A.S. Watson Co Ltd
British American Tobacco
HK Intl Terminals Ltd.
HK Jockey Club
Kernel Resources
Ming Pao Holdings Ltd
Modern Terminals Ltd
Nestle HK Ltd
Procter & Gamble, Guangzhou
RS Component
Schindler Lifts HK Ltd

MEMBERS & CLIENT LIST (PARTIAL)



ABN AMRO Bank Call Center Manager	Epro Telecommunication Co Ltd Financial Services Development Center	Deputy Manager
American Express International Call Center Manager Head of Call Center	Finet Holding Ltd Assistant Manager	New York Life Insurance Director Customer Service Manager
Automated Systems (HK) Ltd Operations Manager System Consultant	First Pacific Bank Assistant Manager	Onyx Software Marketing Executive
AXA Insurance VP, New Distribution & Policy Admin	Fortis Bank	Oracle H.K. Ltd Administration Assistant
Bank of America Vice President	Global Credit Management Ltd Admin Customer Service Mgr	Pacific Satellite Intl LTD Customer Service Manager
Bank of Bermuda Director, Client Servicing, Client Servicing Manager MPF Servicing Director	Gulf Agency Company Marketing & Development Mgr	PeopleSoft Hong Kong Limited Business Development Specialist
Bank of East Asia Ltd Belgian Bank Senior Training Officer	Headstrong Senior Consultant	Prime Credits
Caltex Oil Hong Kong Ltd Customer Service Supervisor	Hewlett Packard HK Ltd CIC Coordinator Services Sales Consultant Channel Marketing Administrator	Procter & Gamble Information Services & Infrastructure Mgr
Carlsberg Sales Administration Supervisor	Hong Kong Cable TV Limited Assistant Manager of Telemarketing	PSI Net Co Ltd Customer Service, General Mgr Hotline Manager
CGU Insurance <i>On-Site Training</i> Telemarketing Executives	Hong Kong Jockey Club Customer Service Manager	Quality Health Care Medical Center Director, Customer Services
China Motion Telecom Co Ltd Assistant Manager Telecentre Assistant Training Manager	HK Securities Clearing House Assistant Director	Realink Securities Ltd Financial Consultant
CITIC Ka Wah Bank VP, Head of Direct Banking	HK Trade Development Council Customer Service Manager Assistant Manager	Royal Sun & Alliance <i>On-site CS Training</i> Customer Service Officers
CLP Power HK Ltd Customer Telephone Service Mgr Senior Customer Telephone Service Officer	HKNet Co Ltd Customer Service Manager Senior Customer Service Supervisor Assistant Customer Service Officer CS Supervisor Project Manager	Sony <i>On-Site Customized</i> <i>Effective Telemarketing Training</i>
Dentsply Asia Training Manager	HSBC Insurance (Asia) Limited General Manager, Personal Ins Production & Operation Manager Customer Service Manager	Shanghai Commercial Bank Ltd
Dragon Air Superintendent - Reservation Services	Hutchison Telecommunications Ltd Senior Manager	The Thomson Corporation HK Ltd Regional Client Services Manager
Dresdner RCM Global Investors Asia Head of Client Services Assistant Vice President	ING Life Insurance Ltd Customer Service Manager Assistant Executives	TNT Express Customer Services Operation Supervisor
East Asia Heller Ltd Customer Service Officer	Jardine Lloyd Thompson Ltd Account Manager	Virgins Atlantic Airways Ltd Sales & Reservations Mgr
Electronic Payment Services Co Ltd Operation Manager	Marsh (Hong Kong) Limited Assistant Vice President	Water Supplies Department Assistant Call Centre Manager
	MoBiTai Communications Marketing & Sales Area Customer Care Division/Director	Wisers Information Ltd. Senior Customer Service Officer
	Nan Yang Commercial Bank Ltd	Xerox (HK) Ltd Customer Service Officer

CUSTOMER REFERENCES



"The CCCM course provides a complete insight into Call Center Management; covering a wide spectrum of topics it also proves to be a valuable tool for aspiring Call Center Managers. I am positive the CCCM will help enhance my career in the Call Center Industry."

Jonathan Christie
Team Manager, SCICOM Sdn. Bhd.

"Fact speaks for itself. The unprecedented Tele-Sales Record of July 2002 with the amount exceeding \$5,000,000 is really amazing! The content of the Effective Telemarketing Skill Workshop provides extremely useful sales techniques & solutions, in addition with role-plays, which marks a remarkable progress of our telemarketing skills. With an improved morale, ongoing brilliant results are not a surprise. We highly recommend this workshop to all the specialists in tertiary industry that is applicable for the professional telemarketing operation to an extraordinary degree."

Section Manager of Customer Service
Sony Corporation of Hong Kong Ltd

"The course "Certified Call Center Manager" is very comprehensive, which gives me a lot of inspiration and insights in call center management. It is also a valuable and fruitful experience in sharing the opinions and ideas with the customer service experts during the 2-day workshop. I'm sure what I have learned in the CCCM will be very helpful in my coming years as a call center manager."

Annie Chan
A Leading Telecom and Broadband Company

"This on-site training is well organised. We found some of the training topics are specially helpful e.g. attitude to customers, complaint handling, consultative telemarketing. The instructor could also gave good examples to explain concepts and answer our questions!"

Anita Leung, Asia Call Center Manager
Lectra Systems

"During the implementation of our CRM system, some of the elements from your course really helped me on fixing a lot of issues. The course is really worthy for me!"

David Chan, Customer Service Centre Manager
Hong Kong Oxygen

"The CCCP training was very helpful. I have a much better and comprehensive idea on how we might better serve our customers. Your lecture and slides were interesting and informative, and the workshop was excellent. Thanks again for sharing your talents and knowledge with me. "

Kennis Yung, Business Development Manager
Epro Telecom Services Ltd.

"The course (CCCM) is comprehensive and very practical to our daily call center operation, I have enjoyed and learnt much in sharing experience with other participants. "

Ada Wu, Call Centre Manager
CL Technical Services Ltd.

"Very interesting and easy to understand through interactive role-play"

Sapphire Chin, Customer Service – Assistant Manager
Hutchison Global Crossing

CUSTOMER REFERENCES



"I can say that this is indeed a perfect training course (Stress Management & Complaint Handling) presented by the instructor. She gave clear explanation to all topics and perfect time management throughout the whole course"

Derek Tse
ING Life Insurance

"I have attended several training courses that are highly practical to our staff. I would like to specifically recommend the Effective Telemarketing Skills Workshop to all call center specialists. Both the instructor and the course content are perfect!"

Brenda Lo, Training & Quality Specialist
CL Technical Services Ltd.

"Thanks again for providing us this valuable experience. The trainer was very thorough in her preparation to understand the need and profile of our staff. For that reason, the training was more relevant. It was a very enjoyable and worthwhile training"

Susann Ng, Office Manager
Clearstream Banking Ltd.

"The training (CCCP) is very practical and I am sure it's good to all Customer Service Officers. "

Mary Ng, Customer Service Officer
Hong Kong Trade Development Council

"This is (CCCM) a well-run training program that interaction is encouraged intensively"

Kennedy Tse, Head of CRM
Eagle Star Insurance Group

"CCCM is a good course for those professionals tasked with the set-up or improvement of a call center. The reading materials are detailed and useful templates are provided."

Michelle Redman, Manager of Business Design & Integration
A Multinational Banking Corporation

"This training (Certified Call Center Manager) is very comprehensive and can give participants a thorough understanding of how to be a conscious and competent call center manager. "

Margaret Lau, Manager of Customer Service Division
ING Life Insurance

"Thanks a lot for your well organization on this training course. I really appreciate your arrangement and especially would like to say thanks to your instructor, I think she maybe the best in the industry. Her teaching is valuable for our Company. We also may attend more training courses organized by HKCSC which are relevant to our service center. Thanks!"

Dora Cheng, Customer Service Officer
Fuji Xerox (HK) Ltd

TRAINING SCHEDULE & REGISTRATION FORM



ASIA PACIFIC CLASSES

Certified Call Center Manager (HK\$8,800 / US\$1,200)		
Date	Country	Course Code
January 21-22, 2003	Hong Kong, China	CM3011HK
February 20-21, 2003	Taipei, Taiwan	CM3022TW
March 10-11, 2003	Singapore	CM3033SG
April 3-4, 2003	Shanghai, China	CM3044SH
July 10-11, 2003	Hong Kong, China	CM3075HK
July 24-25, 2003	Kuala Lumpur, Malaysia	CM3076MA

Certified Call Center Professional (HK\$5,800 / US\$750)		
Date	Country	Course Code
November 28-29, 2002	Singapore	CP2111SG
May 20-21, 2003	Hong Kong, China	CP3051HK
August 28-29, 2003	Taipei, Taiwan	CP3082TW
October 23-24, 2003	Kuala Lumpur, Malaysia	CP3103MA
November 11-12, 2003	Singapore	CP3114SG
November 25-26, 2003	Hong Kong, China	CP3112HK

Certified Help Desk Manager (HK\$9,800 / US\$1,300)		
Date	Country	Course Code
January 23-24, 2003	Hong Kong, China	HM3011HK
February 18-19, 2003	Taipei, Taiwan	HM3022TW
March 12-13, 2003	Singapore	HM3033SG
March 31 – April 1, 2003	Shanghai, China	HM3034SH
July 08-09, 2003	Hong Kong, China	HM3075HK
July 22-23, 2003	Kuala Lumpur, Malaysia	HM3076MA

Certified Help Desk Professional (HK\$6,800 / US\$875)		
Date	Country	Course Code
March 31 – April 1, 2003	Shanghai, China	HP3031SH
May 22-23, 2003	Hong Kong, China	HP3052HK
August 26-27, 2003	Taipei, Taiwan	HP3083TW
October 21-22, 2003	Kuala Lumpur, Malaysia	HP3104MA
November 27-28, 2003	Hong Kong, China	HP3115HK

Certified Customer Relationship Management (CRM) Director (HK\$18,000 / US\$2,320)		
Date	Country	Course Code
November 20-21, 2002	Hong Kong, China	CRM211HK
April 3-4, 2003	Shanghai, China	CRM304SH

Certified Field Support Technician (HK\$6,800 / US\$875)		
Date	Country	Course Code
May 20-21, 2003	Hong Kong, China	FST3051HK
November 25-26, 2003	Hong Kong, China	FST3112HK

Effective Telemarketing & Objection Handling (HK\$3,000 / US\$385 – With Certification Process) (HK\$2,500 / US\$321 – Without Certification Process)		
Date	Country	Course Code
May 20, 2003	Hong Kong, China	TM3051HK
November 25, 2003	Hong Kong, China	TM3112HK

Complaints Handling & Stress Management (HK\$3,000 / US\$385 – With Certification Process) (HK\$2,500 / US\$321 – Without Certification Process)		
Date	Country	Course Code
May 21, 2003	Hong Kong, China	SC3051HK
November 26, 2003	Hong Kong, China	SC3112HK

Customer Satisfaction Survey and Management (HK\$20,000 / US\$2,570 per company with max of 2 delegates)		
Date	Country	Course Code
August 14-15, 2003	Hong Kong, China	CSM308HK

Certified Knowledge Management (HK\$9,800 / US\$1,300)		
Date	Country	Course Code
October 16-17, 2003	Hong Kong, China	CKM310HK

For enquiry, please call + 852 2174 1428 or email to enquiry@apcsc.com

TRAINING SCHEDULE & REGISTRATION FORM



Application Form

Company Details			
Company Name	_____		
Address	_____		
State	_____		
Postal / Zip Code	_____		
Country	_____		
Company Website	_____		
Membership Level	* Non Member / Individual Member / Associate Member / Professional Member / Corporate Member / Regional Corporate Member / Regional Charter Member * Please delete as appropriate		
Contact Person Details			
Name	_____		
Job Title	_____		
Department	_____		
Tel	_____		
Fax	_____		
Email	_____		
Participants Details			
	1 st Participant	2 nd Participant	3 rd Participant
Full Name	_____	_____	_____
Sex	_____	_____	_____
Job Title	_____	_____	_____
Telephone	_____	_____	_____
Fax	_____	_____	_____
Email	_____	_____	_____
Course Code	_____	_____	_____
Payment Method			
Cheque:	Please make a crossed cheque payable to "Asia Pacific Customer Service Consortium Ltd" and send to 9/F, Surson Commercial Building, 140-141 Austin Road, TST, HK		
Telegraph	Account Holder: Asia Pacific Customer Service Consortium Ltd.		
Transfer:	Account No.: 204-0-011740 Name of Bank: Hang Seng Bank Ltd. No. 83, Des Voeux Road, Central, Hong Kong		
Terms & Condition			
1. Application form should be faxed to +852 2174 1438.			
2. All fees must be fully paid 14 days before commencement of a program.			
3. A 50% refund will be given if a cancellation request in writing is received 14 working days before commencement of a program. Cancellation less than 14 working days will not be refunded but a substitute will be accepted.			
Contact			
TEL: +852 2174 1428	FAX: +852 2174 1438	EMAIL: enquiry@apcsc.com	WEBSITE: http://www.apcsc.com

Co. Chop and Signature _____

Date _____

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Received on: _____ Payment on: _____ Cheque no. _____