

# New Thinking to Build a Customer Friendly Organisation



FIRST 30 TO REGISTER RECEIVE A SIGNED COPY OF A COMPLAINT IS A GIFT!



presents Dr. Janelle Barlow in

## *A Complaint Is A Gift*

- Inspiring Customer Centric Cultures



The effective handling of complaints and good service recovery are for some companies the very best opportunities to show what they can really do for customers and the most dramatic means of demonstrating to them that their concerns are cared for.

Apart from being opportunities for creating great customer experiences, complaints are also the best feedback mechanism for companies; a strategic tool that constantly informs the organization about external expectations and if adequately 'heard' can inspire the companies to

find innovative ways to meet or exceed customer expectations.

In other words, we can say that if an organization treats complaints as gifts, they help in creating a truly customer centric culture.

*"When organizations see complaints as gifts, they also have available to them inexpensive market information about the wants and needs of customers."*  
JANELLE BARLOW



Now, in a rare IN PERSON presentation by Dr. Janelle Barlow, you will have the opportunity to understand and tap the power of customer complaints.

Dr. Barlow, President TMI US and author of best selling book *A Complaint Is A Gift*, will lead an engaging, high-impact one-day seminar in Kuala Lumpur. She will uncover her latest “Service Recovery Map” that can be used by organizations to listen and align to customer expectations and launch the latest edition of her book *A Complaint Is A Gift: Recovering Customer Loyalty When Things Go Wrong*.

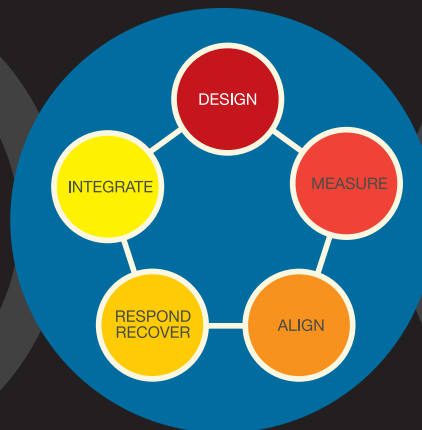


*The Complaint is a Gift concept has now been adopted as a way of life by hundreds of organizations in 70 countries around the world and weaved into their processes, systems and culture.*

## Service Recovery Map

Millions of complaints are made to organizations every day. The good ones listen well, recover well, and then integrate this information into their day-to-day operations, marketing messages, and customer service.

A total approach filled with tools and ideas so you can listen to and learn from your customers!



A one-day seminar that will forever change how you think about complaining customers

### Seminar Outline

The event has been designed to answer the following questions:

- How can your organization welcome and use customer feedback as a strategic tool?
- How to align the organizational culture to the voice of your customer?
- How can we create and enable customer friendly organizations?

## The topics that will be covered in this event are:

### What do Organizations really think about complaints... And why it matters

- Offensive vs Defensive Service Strategies
- Learning from latest research
- An integrated model for viewing complaints

### Designing a Service Recovery Strategy

- Four critical questions that must be asked and answered about service recovery
- Designing the experiences we want our customers to have when they face a problem

### Aligning Your Entire Organization

- Aligning policies into your philosophy
- Ensuring that internal approaches match your advertised complaint approaches
- Reward System: what staff behaviors does it encourage?

### Responding and Recovering to Complaints

- Empowering your staff to recover customers
- The critical role of assigning responsibility for recovering customers

*“Customers don't expect you to be perfect.  
They do expect you to fix things when they go wrong.”*  
**DONALD PORTER**

## Seminar Details:

**Date:** 23 October **Time:** 9am-5pm **Venue:** Boulevard Hotel, Mid Valley, Kuala Lumpur

Delegate Fee: RM 1680 per participant

	1-2 participants	3+ participants
Early Bird Registration fee: (Up to 26 <sup>th</sup> September)	RM 1480	RM 1250
Regular Registration fee: (Post 26 <sup>th</sup> September)	RM 1680	RM 1380

\*For registration details, refer to attached form.

TMI enables organizations to succeed and ensures their sustainable development by creating short-term results and long-term value.

## 🌀 About Dr Barlow:



Dr. Janelle Barlow is President and owner of TMI, US. She is also a seminar leader, speaker, and author. Her ability to move audiences to significant behavioral change is the result of literally decades of public speaking. Twice named International Trainer of the year by TMI, she has also earned the Certified Speaking Professional (C.S.P.) designation by the National Speaker's Association in America; she is also on the Board of the Association.

She is co-author of *Emotional Value – Creating Strong Bonds with Customers*, and of the best selling business books, *A Complaint Is a Gift – Using Customer Feedback as a Strategic Tool* and *The Stress Manager: A Practical Guide to Optimum Health and Performance*.

## 🌀 About the Book:



First released in 1996, Dr. Barlow has now updated, expanded, and revised *A Complaint Is a Gift*. The original book was an international best seller. It has been translated into 21 different languages and has dramatically impacted organizations around the world. The book repositions the role of complaints in business and brings together decades of customer dissatisfaction research to show how companies can use this information to change internal policies and practices and view complaints in a refreshing way.

## About TMI🌀

TMI brings you new fresh thinking for old problems. TMI is a world-leading organisational change and training consultancy with resource centres in 36 countries. You will find that our thinking is different. Our models are different. Over the last 30 years, this thinking has continued to have a major impact on people and organisations around the world. Our key areas of focus are on creating energised service cultures leadership and performance improvement. In short, our aim is to help you achieve your organisational goals through energised, productive people. We do this through a combination of consulting, training programmes and measurement processes that aim to maintain the momentum of change after TMI's involvement.

TMI has had a full time office in Kuala Lumpur since February 2005. We have a team of internationally trained consultants who can work in English and Bahasa Malaysia. Clients include HSBC Bank Malaysia, ING, Subang Jaya Medical Centre, Prince Court Medical Centre, NTV7, TV3, Ericsson, Astro and more.

To register, please submit the registration form attached below and contact:

Ann Gooi of TMI on 03 6203 4410 or email us at [info@tmimalaysia.com.my](mailto:info@tmimalaysia.com.my)

Visit us online at [www.tmimalaysia.com.my](http://www.tmimalaysia.com.my)



🌀 Registration:

Company Name.....

Address:.....

.....

Phone:.....Fax:.....

Email:.....

Please register our nominees:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

Sponsoring Authority:

Name:.....

Designation:.....

**Date:** 23 October **Time:** 9am-5pm **Venue:** Boulevard Hotel, Mid Valley, Kuala Lumpur

**Payment Details:**

Enclosed is a cheque No. \_\_\_\_\_ dated \_\_\_\_\_ for RM \_\_\_\_\_

Please make your cheque in favour of **"TMI Consultancy Sdn Bhd"**

Alternatively, payment can be made direct to our bank account:

**Bank Name: HSBC, Main Office, KL**

**Account name: TMI Consultancy Sdn Bhd**

**Account number: 101 426476 101**

As the seats are limited, we request you to email/courier your confirmation at the earliest. Confirmation would be subject to receipt of nomination fee. Payments once received can be transferred but cannot be cancelled or refunded.