

BRANDED CUSTOMER SERVICE: YOUR NEW COMPETITIVE EDGE

Going Beyond Generic Customer Service to the Delivery of Your Unique Customer Experience

PRESENTER

GEORGE AVELING,
CEO,
TMI CONSULTANCY SDN BHD

WHO IS THIS PROGRAM FOR?

SENIOR DECISION MAKERS
WHO ARE RESPONSIBLE
FOR SHAPING THE
CULTURE OF THEIR
ORGANISATIONS TO BUILD
BOTTOM LINE RESULTS

WORKSHOP DATE AND TIME AND VENUE

WEDNESDAY, 18 AUG 2010
9.00AM TO 1.00PM
BOULEVARD HOTEL,
MIDVALLEY, KUALA LUMPUR.

WORKSHOP FEE

COMPLIMENTARY
(INCLUDING HANDOUTS)
BY INVITATION ONLY

TO RESERVE A PLACE:

Call **Rosalind** at **03-6203 4410** or
email her at
rosalind@tmimalaysia.com.my
to reserve a place. Please
include your full name and
designation.

OR If you are unable to attend,
please email **Rosalind** at
rosalind@tmimalaysia.com.my
to state your interest in attending
future events.

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BUSINESS CASE

This session will stimulate you to think differently about how to build competitive advantage through creating your unique customer service experience.

HOW TO BUILD A CULTURE THAT DELIVERS YOUR UNIQUE CUSTOMER EXPERIENCE

Imagine what your company would look like if your customers...

- Only want to do business with your company
- Want to do MORE business with you
- Become less price sensitive
- Tell others about your company

Few companies achieve this, but those that do reap rich rewards. Think of Starbucks, Disney, Harley Davidson, and you see powerful companies, powerful brands and enduring profits.

The question is, "How do they do it?"

A common factor for all of these companies is they consistently deliver their own unique customer experience.

George Aveling will introduce you to the Branded Customer Service model, developed by two TMI Senior Partners. This is a service transformation and implementation model that is being successfully applied in Malaysia and other countries.

George will take your thinking past giving a "good customer experience". Rather, he will stimulate your company to deliver your unique brand experience. You will be prompted to think of how to align your service experience with your brand promise.

"TMI is a delightful partner to work with. George and his committed team are very knowledgeable in 'Branded Customer Service' and its delivery, and have lived up to TMI's brand consistently by being extremely 'OnBrand' themselves."
Elizabeth Lee, Executive Director,
Sunway Education Group



You will see that there is a logical and an emotional level of service culture change.

At a logical level, George will sketch out the key building blocks to help your company build a sustainable service culture.

George will then introduce you to powerful techniques that help to shift people at an emotional level. It is only by working on both the logical and the emotional sides of the change process that you will achieve sustainable change.

What does it take to change a service culture?

- The Branded Customer Service Model – an integrated approach to create your unique customer experience
- Appreciative Inquiry and Business Narrative – Powerful techniques to build and sustain winning service cultures
- Sustain the momentum of service change

"It is about finding ways to set us apart from other banks, creating a sustainable competitive advantage and delivering a winning performance that has our customers saying 'Wow! That was a great experience!'"
Deputy Chief Executive Officer,
major International Bank.

A DIFFERENT APPROACH

WORLD CLASS EUROPEAN THINKING ADAPTED FOR MALAYSIAN ORGANISATIONS

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.

"Hiring TMI looks to be one of the best professional decisions I've ever made."
Deputy Chief Executive Officer, major International Bank.

"It is with great enthusiasm that we recommend great services rendered to us from TMI Consultancy Sdn Bhd..."
Dato Amrin Awaluddin, CEO Natsseven TV Sdn Bhd and **Kamarul Zamly Ramly**, Manager Content Creation Group

"This is what impressed me about TMI. First, they clearly care and are passionate about achieving client outcomes. Second, they bring creativity to the process to achieve an outcome that we would not have been able to achieve on our own. Third, they have a high attention to details. Fourth, they made it easy for the team at each stage of the process. Finally, I trust TMI. They made a promise and they delivered on that promise."
Aziz Mohd Ibrahim, Senior VP Change & Talent Management, Astro All Asia Broadcast

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TACK SALES TRAINING

Announcing that TACK International is proudly under the TMI Consultancy Sdn Bhd umbrella. TACK is one of Europe's leading sales training companies. It has offices in 40 countries around the world. TACK's programs help sales people sell more. They help customer service people spot sales opportunities. They help managers manage sales teams and key accounts more effectively. They help you achieve your budgets and improve your bottom line.

