

TURNING **CUSTOMER COMPLAINTS** INTO **OPPORTUNITIES**

Workshop based on recent case studies developed in Pakistan with evidence of positive results



22 March 2011 | Sheraton Karachi Hotel | 24 March 2011 | Pearl Continental Hotel, Lahore

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Your Course Facilitator



S. K. Mehdi
Training Coach

Mr. S. K. Mehdi, has over 45 years' experience in industry and commerce in Pakistan as well as abroad. Mr. Mehdi is a B. Com and a Fellow Member of the Chartered Institute of Management Accountants, England. He has also attended the Advanced Management Program at INSEAD, France.

Mr. Mehdi has worked in renowned industrial conglomerates, both local and multinationals. These include 25 years in ICI Pakistan, 2 years each in Fauji Foundation, Unilever Pakistan, BASF and 8 years in Clariant Pakistan as Director Finance, HR and Administration.

Areas of Mr. Mehdi's expertise relate to:

- Financial Management including Strategic Planning, Evaluation and Control of Capital Projects, Mergers, Acquisitions/Divestments, Taxation etc.
- Internal Audit, Corporate Governance and related subjects.
- Marketing and sales of industrial and consumer products and Supply Chain Management.
- Human Resource including Industrial Relations.
- Information Technology and Management Services.
- Work Simplification and Eliminating Non-Value Adding Activities.

Mr. Mehdi is the author of six books on various aspects of financial and general management, HR including one on customer credit management entitled WHAT FOOLS DON'T. He has also developed a number of case studies based on personal experience. Currently, he is running his own consultancy in Karachi.

Overview

In any competitive environment the emphasis on quality of product and service is a pre-requisite for successful business. Despite best efforts gaps appear in both of them. Progressive organizations with sincere intention to fill the gaps consider customer complaints as the best source of knowing shortcomings in performance and ensure effective remedy to win the heart of customers and also ensure adherence to the principles of good corporate governance.

Benefits Of Attending

- Understand the importance of effective communication in handling complaints.
- Enhance the ability to move from company-centric to customer-centric attitude.
- Avoid "run of the mill" procedures for handling unusual complaints.
- Learn the type of complaints and complainants.
- Obtain knowledge and skills for handling customer complaints.
- Understand what makes customers angry and how to cool them.
- Improve the ability of turning complaints into opportunities.
- Ensure repeat business.

This workshop will provide the participants true and factual case studies based on events in Pakistan, not borrowed theoretical perceptions.

Testimonials from previous participants:

He is experienced person with having rich practical experience & able to communicate his topic.
CFO
Al-Moiz Industries Ltd.

Experienced person which resulted in command and control on subject. Good energy.
Business Development Manager
Ali Gohar & Company

He is the owner of the relevant skill and knowledge and shared his experience.
Senior Manager Audit & Co-ordination
Colgate Palmolive Pakistan Ltd.

The trainer was well educated & has the full command to teach & guide.
Sr. Accountant –Accounts Receivables
Coca-Cola Beverages Pakistan limited.

A very knowledgeable person & nice to have a session with him"
Director Corporate Finance
World Call Telecom Limited

Mr. S.K Mehdi is well experienced professional and have deep insight about the psychic of customers and sales people regarding credit and control and recovery process.
General Manager Industrial Raw Material
First Imrooz Modaraba

Program Focus

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- Relationship between complaints and customer service
- What gets repeat business?
 - Product quality
 - Service standards
 - Performance against customers' expectations
 - Confidence created through rapid and sincere response to complaints.
- Type of complaints
 - Silent complaints
 - Verbal or written complaints
 - Complaints that make the supplier "feel the heat"
- Essentials for effective handling of customer complaints
 - Knowledge
 - Skills
 - Assertive attitude
 - Supportive corporate culture and enabling environment
- What makes customers angry?
- Cool the customer or "fool the customer"!
 - Ways of cooling or fooling
 - Impact on business
- Turning complaints into opportunities
 - Registration process
 - Handling the complaint and complainant
 - Follow up till satisfactory elimination of the gap
 - Taking complaints as constructive criticism?
(A must for reaching the root cause of the complaint)
- Importance of effective communication in handling customer complaints

WHO SHOULD ATTEND

Customer complaints provide cost-free opportunity to progressive organizations for finding gaps in the quality of their products and customer service to ensure customer satisfaction with repeat business. This workshop will benefit:

- Every one engaged in customer service, sales and marketing.
- Quality Assurance and Quality Control personnel.
- I.T. and Internal Audit to improve their role as a management tool.
- HR personnel in setting SMART objectives.
- Every one responsible for good corporate governance and adherence to rules and regulations.

from the following,
Industries / Businesses

- Manufacturers and suppliers of goods.
- FMCG producers and suppliers.
- Service providers of all kinds.
- Banks and financial institutions.
- Telecommunication.
- Automobile.
- Supermarkets and retailers.
- Insurance.
- Utilities.

Case Studies where Complaints have been turned into OPPORTUNITIES

- A renowned hospital
- A broadband service supplier
- A car assembler
- A famous MNC bank

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Terrabiz Upcoming Programs, Book your place TODAY!

<p>"Re-inventing the CFO" by Jeremy Hope, FCA, UK 11 March 2011, Karachi</p>	<p>"Applied HRM" by Richard Sargent, UK 4-5 April 2011, Karachi 7-8 April 2011, Lahore</p>
<p>"Strategic Procurement" by Quentin Lowcay, UAE 15 March 2011, Karachi 16 March 2011, Lahore</p>	<p>"Enhancing The Leadership Qualities of the Sales Manager" by GK Lim, Malaysia 26 April 2011, Karachi 29 April 2011, Lahore</p>
<p>"Sales Mgt for Branch Managers" by Richard Sargent, UK 6 April 2011, Karachi 9 April 2011, Lahore</p>	<p>"DON'T KICK THE CAT" Executive Stress Management by GK Lim, Malaysia 25 April 2011, Karachi 28 April 2011, Lahore</p>
<p>"Bank Strategic Management" by Clive Wykes, UK 16-18 March 2011, Karachi</p>	<p>"SCOR Walkthrough- Optimising your End to End Supply Chain" by Dr. John Paul 21-22 April 2011, Karachi 25-26 April 2011, Lahore</p>

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by **S.K Mehdi**

Please contact **Muhammad Faheem**

Email: muhammad.faheem@terrabilgroup.com

Phone: +92 21 3455 0431 | Cell: +92 343 206 6050

Workshop Investment:

Rs. 9,500/- Per Participant

*Early Bird Discount: (Before 05th March 2011)

Rs. 8,500/- Per Participant

*Every 4th Participant from the same organisation is **FREE!**

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

*Discounts are mutually exclusive

TerraBiz
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

Terrabiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

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