

MALTA 2011

LEAN BUSINESS EXCELLENCE

- advanced executive education -

First time in Malta

Dr. Carlo Scodanibbio
and
Ing. Joseph Micallef

jointly present:

"a modular and most comprehensive training program on lean management principles for the industry within the Maltese islands and neighbouring countries"

Event 15

"LEAN CUSTOMER CARE"

For Frontline & Supervisory Personnel in the Service & Hospitality Industry
7 October 2011 - Malta Enterprise - Malta

"...understanding current and future customer needs and expectations and converting them to value-adding, quality output, in a lean approach..."

with thanks to:



LEAN CUSTOMER CARE

A 1-Day Training Event Developed And Facilitated By:

Dr. Carlo Scodanibbio – Ing. Joseph Micallef
email: carlo@scodanibbio.com jmicallef@theiet.org

<http://www.scodanibbio.com/malta2011/>



LEAN CUSTOMER CARE

For the Service & Hospitality Industry

Foreword .

“investing in customer care initiatives must not be considered as an unnecessary expense and effort, but rather the assurance for customer retention and future business growth”

FROM THE DESKTOP OF DR. CARLO SCODANIBBIO AND ING. JOSEPH MICALLEF

Dear Delegate(s),

We all recall the time when ourselves, as customers, were offered a particular product or service depending on what was available at the time on the market. Whether that product or service was exactly what we wanted or 'close enough', we had to make do. A suppliers' market.

The times have changed, the market conditions have transformed themselves into a consumer market. The consumer has since learnt that the choice is his/hers. The availability of information and open (international) market places have given the consumer the knowledge and the skill to choose for him/herself the product or service that he/she decides is desired. This is based on the available possibility to first research relevant information regarding the need, assess the various available options and eventually make the decision to select the product or service of choice that best fits the needs at the afforded price.

Open international competition means that the choice for selection made available is immense. Cut-throat competition means that the consumer can now relatively easily opt for suppliers that are not necessarily within direct physical vicinity. Improvements in logistical services have enabled international supply to become more possible.

Interaction between supplier and consumer, beyond traditionally logistical barriers, is as important as the product and/or service quality offered. The entire experience your customer goes through in dealing with your service or product supply now plays a decisive role in the assessment of your overall quality service level. This could be the way your front office answers the first call, to the sales executive negotiations in dealing the product/service, to its supply and delivery arrangements, installation and/or commissioning, invoicing process, after sales, etc. , not to forget the actual product/service quality assessment, after all. Every interaction that goes through between your customer/client and your organisation is an opportunity for your organisation being rated positive or negative. Understanding current customer needs and anticipating future expectations and desires, treating each customer at an individual level, as if he/she were your only and unique customer, making the whole experience a unique and memorable event is key. Topping all this, we must not forget the actual product/service quality level itself.

Building a Customer Care platform to assure the above mechanism need not be a business burden, an additional cost to the organisation. Adopting lean techniques to classical quality assurance systems will benefit the organisation from cost effective, value adding quality assurance platforms that are not necessarily an unwelcome 'extra', but a real business growth tool to ensure and assure that current customers stay whilst new ones crossing your path, are won in and eventually stay too, whilst bringing on board others through word of mouth recommendations.

This event promises to give you a clear and interactive demonstration of Customer Care in the Lean Direction, to facilitate value adding processes that work towards maintaining and attracting current and new customers.

We GUARANTEE that you will leave this workshop with the knowledge and tools to improve the value proposition of your organisation!

Dr. Carlo Scodanibbio and Ing. Joseph Micallef

Lean isn't an option any more - it's a necessity!!!!!!



Event Facilitator:
Dr. Carlo Scodanibbio & Ing. Joseph Micallef- Independent Consultants

Event Date:
7 October 2011

Event Venue:
Malta Enterprise - Malta

LEAN CUSTOMER CARE

For the Service & Hospitality Industry

Event Outline .

Timings:

Registration will be at 08:00hrs with the course beginning at 08:30hrs. There will be a 15min break for refreshments in the morning and the afternoon (at approx. 10:15hrs and 15:15hrs respectively) and lunch will be served at 12:30hrs. The course session will conclude at 17:00hrs. All timings are approximate due to the interactive and intensive nature of the course.

CUSTOMER CARE AND QUALITY IMPROVEMENT

- Establishing and maintaining good client relationships by getting involved with your clients' requirements to establish their current and future needs and expectations.
- Demonstrating customer care through open communication channels for obtaining feedback, understanding customers' motivations, concerns and issues.
- Poor customer service and good product quality: customer retention?
- Customer feedback as part of the process approach.
- The ISO9001 model and the importance of the feedback mechanism in the path of systematic continuous improvement.
- The Deming Cycle and the continuous improvement process model.
- How to manage the process of client care including complaints and positive feedback issues.
- Customer feedback related to data collection and analysis.
- Using results from customer feedback information to enable future business planning, business process improvement and the quality improvement cycle.
- The importance of customer care approach to ensure repeat purchase and customer retention, leading to profitable growth.
- Ensuring customers have a positive attitude towards you and your organisation – customer experience.
- Using sound customer care principles to stand head and shoulders above competition:

exceeding customers' expectations and growth through word of mouth recommendations – the best form of advertising.

- Building a sound reputation for the assurance of both your customers and your staff – customers come second!
- Benefits of improving customer satisfaction: retention, related sales and referrals
- Customer preferences: timeliness, appearance, courtesy, quality and efficiency of service, ease of doing business (overall experience) and problem solving (complaints).
- Effective customer service: responsive, reliable and respectful.

LEAN MANAGEMENT: THE BASIC PRINCIPLES

LEAN CUSTOMER CARE: CORE APPROACHES

- Customer Satisfaction is no longer adequate: today you need to "impress" clients!
- The "Service Recovery Process" – or, transform a dissatisfied customer into an enthusiastic promoter of your organisation!
- *Empowerment* of Frontline Personnel is vital: no customer query, comment or complaint can any longer be "escalated"!
- How to transform customers into "powerful sneezers", spreading (positive) promotional bacteria at 360 degrees, in a lean, viral marketing mode.
- *Lean Customer Care*: a cultural revolution.

This event is a very interactive workshop aiming at transmitting basic and advanced concepts and principles of Lean Customer Care to attending delegates in a practical, hands-on, result-oriented fashion.

Training Grants ranging between 60 and 80% may be made available to eligible enterprises through the Training Aid Framework (TAF) Scheme administered by the ETC.

Deadline for Training Grants Application: **14 September 2011.**

NB: the onus of enquiring about and applying for Training Grants rests vested with your Organisation.

Course Date: 7 October 2011

Course Venue: Malta Enterprise – Malta

LEAN CUSTOMER CARE

For the Service & Hospitality Industry

Event Objectives .

WALK AWAY HAVING A POWERFUL GRASP OF WORKING SKILLS TO:

- **Undertake** data collection and analysis to research, monitor and understand client's needs
- **Understand** and apply best practice to achieve positive customer care policies
- **Review** and simplify your organisation's procedures in order to maximise customer satisfaction
- **Learn** how to deploy customer care techniques for maximising client relationship opportunities
- **Learn** the secrets to successful retention of your current customer base and be a leader in winning new ones.
- **See** how to compete on customer care rather than price or product/service quality alone.
- **Understand** how to set winning formulas in today's competitive market, promising and actually offering a very positive experience to your customers throughout the entire process of interaction.
- **Learn** Lean practices to impress your customers, and transform them into enthusiastic promoters of your business

About your Facilitators .

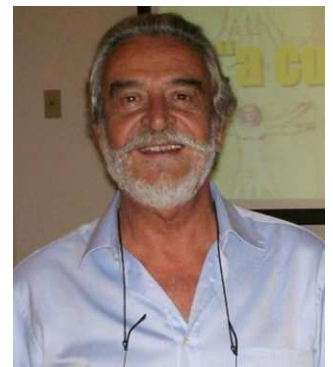


Ing. Joseph Micallef graduated in electrical engineering from the University of Malta in May 1992. He has been involved in the manufacturing industry since 1990. Initially starting his career within the medical devices and plastics processing manufacturing sector, he later moved on within the electronics manufacturing sector. Throughout his career, Joseph has had experiences in a variety of industrial and automation processes, research and development projects, various manufacturing processes and occupied senior technical and management roles in research and development, process control, quality management, occupational health safety and business process management. For over these last c. 14 years, Joseph has been occupying the position of Quality Manager within a very dynamic high tech electronics manufacturing industry sector. Apart from his broad industrial experiences gained through the last c. 20 years, Joseph has also paralleled his experience within the services sector through his various freelance projects which he has undertaken since the year 2000 when he had ventured into the freelance consultancy and mentoring/training business. Joseph's career spreads primarily in Malta, but he has been assigned several projects and training opportunities in various countries within Europe (UK, Scotland, Belgium, France, Finland, Italy), the US (Jacksonville, Houston) and the Middle East (Egypt).

Ing. Joseph Micallef is a corporate member of a number of institutions. In particular he is registered Chartered Engineer with the Engineering Council (UK) – *C.Eng.*, corporate member in the Institution of Engineering and Technology (UK) - *MIET*, European engineer through FEANI – *Eur.Ing.*, and warranted member within the Chamber of Engineers (Malta).

Dr Carlo Scodanibbio is an internationally renowned Trainer, Speaker and Industrial Consultant with over 40 years of experience in Plant Engineering, Project Engineering, Project Management, Industrial Engineering and Operations Management. A free-lance Consultant since 1979, he has worked in a wide spectrum of companies and industries in many Countries including Cyprus, Italy, India, Saudi Arabia, Malta, Namibia, Kenya, Botswana, Malaysia, Mauritius, Romania, Turkey, Lebanon and South Africa.

Carlo has co-operated, inter-alia, with several organisations such as Italian Chambers of Commerce and Industry, Cyprus Chamber of Commerce and Industry, Cyprus Productivity Centre, Malta Federation of Industry, Malta Chamber of Commerce and Industry, Mauritius Employers' Federation, Romanian Paper Industry Association, United Nations Industrial Development Organisation, Federation of Kenya Employers and University of Cape Town.



Enthusiastic, optimistic and a dynamic facilitator, Carlo has been a frequent instructor and speaker at seminars and courses attended by well over 15,000 participants. Carlo, holds a doctor degree in Electrical Engineering from Politecnico di Milano, and has written numerous articles and research papers which have been actively published in many manufacturing newsletters, bulletins and international magazines.

Who Should Attend This Prestigious Event:

This highly interactive event is intended for Frontline Personnel & Supervisors of Private and Public Organisations providing general & hospitality services (all Service Establishments – all Service Providers – Hospitality Industry Operators – etc. including services such as: health, telephony, insurance, financial, tourism, tour-operator, car-hire, hoteliers, airport, catering, airline, shipping & forwarding, export/import, retailing, etc.)

The course is equally beneficial also for delegates from non-Service Sectors (Manufacturing, Project/Construction). (Malta & neighbouring Countries)

LEAN CUSTOMER CARE

7 October 2011 – Malta Enterprise – Malta

Registration .

Online Registration: <http://www.scodanibbio.com/malta2011/onlinereg/15.html>

Event Fees, Discounts, Terms and Conditions

Fees and Discount Structure (prices are per Delegate excluding VAT)

Price per 1 Delegate €190 - **Deadline for Event Registration: 30 September 2011**

Early Bird Registration

Register and pay Event Fees by **14, September 2011** and get **over 12% discount** on the above price: net, early-bird price = €170 pp.

Loyalty Discount (*)

Organisations that participated in the Launching Conference 21st June 2011 qualify for an extra, overall **10% Loyalty Discount**

Please complete and sign this Form, scan it and email it to jmicallef@theiet.org or carlo@scodanibbio.com

DELEGATE/S DETAILS (in BLOCK CAPITALS) (more than 5 Delegates: please add separate schedule)

- 1 Delegate Name _____
Position _____
Email _____
- 2 Delegate Name _____
Position _____
Email _____
- 3 Delegate Name _____
Position _____
Email _____
- 4 Delegate Name _____
Position _____
Email _____
- 5 Delegate Name _____
Position _____
Email _____

Training Grants ranging between 60 and 80% may be made available to eligible enterprises through the Training Aid Framework (TAF) Scheme administered by the ETC. Deadline for Training Grants Application: **14 September 2011**. NB: the onus of enquiring about and applying for Training Grants rests vested with your Organisation.

ORGANISATION DETAILS (please write in BLOCK CAPITALS)

Organisation _____
Nature of Business _____
Address _____
City _____ P/Code _____
Country _____
Phone _____ Fax _____
VAT Number _____

We are registering ___ Delegates @ € _____/each
Total amount € _____
Less 10% Early Bird Discount € _____
Less 10% Loyalty Discount (*) € _____

Net amount to be invoiced (excl. VAT) € _____

Authorising Manager

Name _____ Position _____

Date _____ Signature _____

(This Registration is invalid without a signature)

TERMS OF PAYMENT

Fees include: participation to the 1-day Event "Lean Customer Care" to be held at Malta Enterprise, Malta on 7 October 2011 – Refreshments and Lunch – Event Notes and Documentation – **Certificate of Achievement** (*Certificate of Successful Completion*) signed by Dr. Carlo Scodanibbio and Ing. Joseph Micallef.
Upon receipt of a duly completed and signed Registration Form, a **Confirmation Letter** and **Invoice** will be sent to you by the organisers.
Payment of Event Fees is strictly **on presentation** and is required **within 5 working days** from date of Invoice.

METHOD OF PAYMENT

Payments may be done by cheque or Bank Transfer in favour of Ing. Joseph Micallef, who acts as the official Event Organiser.

To arrange for payment after receiving **Confirmation Letter** and **Invoice** kindly contact Ing. Micallef directly on (+ 356) **9982 2244** or email jmicallef@theiet.org

CANCELLATION POLICY

All Cancellations of Registrations must be made in writing.
Due to contractual obligations, a cancellation charge of 30% of the invoiced amount applies if the cancellation is received 15 days or less before Event starting date. However, a complete set of documentation will be sent to you.
Substitutions are welcome at any time.
Should the Event be cancelled by force-majeure or for any other reason, you will receive a **full refund** of the paid Event Fees.

<http://www.scodanibbio.com/malta2011/>

FURTHER EVENT INFORMATION. Dr. Carlo Scodanibbio – Email: carlo@scodanibbio.com
Web: <http://www.scodanibbio.com> Tel +356 - 2166 2115 – Mob +356 - 7996 6056