

Customer Centricity and Process Orientation

Empowering a customer driven process architecture across all customer interfaces and touch points to deliver a distinctive and differentiated customer value proposition

Prince Hotel & Residence,
Kuala Lumpur, Malaysia

19th – 21st March 2012

This event is endorsed by The Chartered Institute of Marketing Malaysia and accredited with 14 CPD hours for this two-day conference to CIM members who are currently working toward the Chartered Marketer status only

Your distinguished international keynote presenters:

Billy Butler Director Global Customer Quality
Dell, Ireland

Billy received the 2010 Ruban d'Honneur Award for Customer Focus from the European Business Awards group at a special ceremony in Paris recently. From a group of 15,000 companies across Europe, Dell was one of only ten such recipients for this prestigious award

Christine Hawkins Head of Process Transformation for Asia Pacific
Hewlett Packard PSG, Australia
Vice President

Australasian Association of Business Improvement Practitioners
HP is the first personal computer and printer company in Asia Pacific and Japan to receive the TSIA Accolade in Service Excellence. Christine has previously worked with Rio Tinto, Telstra, Qantas, Westpac

Featuring a world class course facilitator and honourable chairman:

3rd day post course: Putting the customer at the centre: An integrated model for Outside-In process management

Steve Towers CEO & Co-Founder
BPGROUP, United Kingdom

Steve has helped pioneer through research and 'hands-on' exposure to the world's leading companies the evolution to Advanced BPM aka 'Outside-In' where Steve was recently recognised as a global thought leader in 'Outside-In' Steve continues to evolve process thinking towards a customer centric view of business. Steve previously worked for Citibank where he led restructuring and business process transformation programs both in the US and Europe.

Attend this event and gain valuable insights into:

- **Discovering** powerful techniques that better connects with customer's through innovative processes
- **Reconstructing** techniques that isolates complexity within the customer centricity system that helps minimise cost and achieve superior customer value
- **Shaping** analytical interpretation of customer value quotients to improve customer retention and satisfaction
- **Re-designing** and implementing business processes to serve customers and manage resources in an efficient, effective and consistent manner
- **Establishing** and articulating performance objectives by building a sustainable and competitive architecture of customer centric ROI model for improved economic profit
- **Integrating** six sigma and lean into customer experience management effort - when customer experience meets six sigma and lean

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Endorsers



“Service, in short, is not what you do, but who you are. It is a way of living that you need to bring to everything you do, if you are to bring it to your **customer interactions”**

Betsy Sanders

Companies are shifting their focus from pruning cost to stimulating growth by deeply understanding customer by exploring how customer centricity and process orientation can offer a proven path towards growth and profitability



Your eminent panel of local and international presenters :

Mark Schuelke Regional Head of Client Services, Asia-Pacific
Citibank, Hong Kong

Mark has led numerous reengineering efforts to embed client excellence at the center of organisational processes and capabilities, resulting in standard, optimum, revolutionised results for his business and their loyal clients.

Sivakumar Thangaratnavelu Global Head Customer Experience
HSBC, United Arab Emirates

Siva is responsible for understanding customer expectations, to develop next practices through various facets of the HSBC Amanah business globally and across three major geographies - Middle East, North America and Asia Pacific.

Anthony Dodson Head of Transformation and Programme Asia Pacific
British Telecommunication, Singapore

Anthony is responsible for the management of business transformation and customer support activities in Asia and Europe, to deliver significant benefit to the End to End Customer Experience whilst impacting financial benefits

Stephen Cherian Director Sales & Marketing
Customer Support, Asia Region

Volvo Construction Equipment, Singapore

Stephen and his team has been instrumental in setting industry benchmarks for aftermarket support in many Asian markets during the past decade by delighting customers by launching innovative support initiatives

Ahmad Zulkarnain Group Customer Head
Nestle, Malaysia

Nestlé Malaysia was crowned winner of the Asia Responsible Entrepreneurship Awards 2010 (AREAA) Malaysia in July 2011. Nestle was also the Most Admired Company in Malaysia 2008 Wall Street Journal Asia 200

Ajay Row Group & Head - CRM and Loyalty
Tata Capital Limited, India

Ajay is responsible in creating businesses in database marketing, customer loyalty and CRM across the world, the last 7 were spent at Taj Hotels Resorts & Palaces (a Tata company) where he also managed the award-winning Taj InnerCircle program

Priya Nayak VP Service Quality
ICICI Prudential Life Insurance Co. Ltd

Priya has won numerous awards for including the coveted "International Service Excellence – Customer Service Leader" title by the International Council of Customer Service Organizations (ICCSO) 2009

Jarod Ong VP Operational Excellence
Credit Suisse, Singapore

Jarod has a proven track record in cost reductions, process streamlining and efficiency improvements with work experiences in the United States, United Kingdom, Middle East, Hong Kong and Malaysia

Mohd Hafiz Hassan Regional Customer Service Head
Naza Kia, Malaysia

Hafiz is in charge of the entire operations of client management division that comprise of call centre, regional customer service and CRM activities nationwide

Jamilah Haron Business Optimisation Consultant
BP Asia Business Service Center, Malaysia

Her expertise accumulates from three giant multinationals – Sony, GE and Johnson Controls with senior management roles at Malaysian banks and generated value proposition through development of process improvement function at a major bank's customer resolution center

Peggy Teng Vice President of Customer Relationship Management
Sime Darby Healthcare Sdn Bhd, Malaysia

Peggy develops the service transformation and CRM strategic blueprint to sustain customer loyalty which she is tasked to champion CRM initiatives and nurture the inculcation of a caring & compassionate culture as part of a journey to establish a unique customer experience

