

4<sup>th</sup>

February 5, 6 &amp; 7, 2013, Toronto

# Reinventing Customer Service

Maximizing the opportunities, overcoming the pitfalls in an era when the consumer is King

endorsed by:

*"Some nuggets of new information."*

*"Excellent discussion of key components."*

*"I benefited from learning about challenges and best practices of other organizations. This knowledge helps me in working with clients."*

*"Excellent overview of proposed treaty changes."*

*"Great networking and lots of info to absorb."*



## Participating organizations

BMO Financial Group  
Cutting Edjj Consulting  
Delvinia  
Gamma Dynacare Medical Laboratories  
GO Transit  
IBM Interactive  
Informatica Corporation  
ING Direct  
In Genius Solutions Inc.  
International Customer Service Association, Toronto Chapter  
Nolitours and Transat Holidays  
Platinum Legal Group Inc.  
Sobeys  
T4G  
TMG International Inc.  
Teambuy.ca  
The Beacon Group  
The Taylor Reach Group, Inc.

## Conference highlights

- Embrace & develop a social media-focused strategy that's right for your organization
- Learn how to do more with less
- Learn how to plan & execute the journey to achieve customer satisfaction
- ING Direct's successful 3-year vision to excellence
- Gain insight from a trusted consumer advocate columnist on what customers really want
- Get a glimpse into the CSC of the future
- Take an inside look at how leaders embrace employee engagement
- Build a customer experience that matches your brand

## Optional workshops

### Social Media Meets CRM

Carmine Porco, Associate Partner, IBM Interactive

### Transform your Contact Centre into a Profitable Business

John Bardawill, Managing Director, TMG International Inc.

## Who should attend

Vice-presidents, Directors, Managers & Team Leaders for: Contact & Call Centres, Customer Service, Information Services, Online. Services, Hotlines, Help Desks, HR, Employee Relations and Training; Consultants; Project Managers; CCC owners; Marketing, Communications & Social Media professionals

Dear Fellow Customer Service Professional:

Today's consumer revolution has empowered customers to a level previously unheard of. And while this customer-centric era offers a wealth of opportunities for companies that do customer service right, for those that do not keep up, it can spell disaster.

Given this new era of customer as King, how do you meet your customers' higher expectations? How will you keep pace with the revolution? When your clients speak, is your company listening and responding quickly and effectively? How does it all come together and how do you create a multichannel, silo-free organization, to reinvent customer service throughout all your service channels?

While reinventing customer service is a bold statement: it is happening with or without your organization.

Attend this insightful three-day event and hear from innovative and passionate customer service experts from leading Canadian organizations about how to achieve customer service goals and objectives in today's customer-centric market.

- \* Motivate and empower front-line staff
- \* Glimpse into the future as you prepare for Customer Service and Social CRM
- \* How to lead and create a grassroots employee engagement culture
- \* How to break down silos for a rewarding knowledge sharing culture
- \* Hands-on tools to help you for the contact centre of the future
- \* Adopt a permanent continuous improvement culture
- \* How behavioral & personalized customer experience strategies can help improve your efficiency, image and bottom line

Gain practical insights and advice from those who have been there and who have put the customer experience first, including: BMO Financial Group, Gamma Dynacare Medical Laboratories, GO Transit, ING Direct, Nolitours and Transat Holidays, Platinum Legal Group Inc., Rogers Communications Inc., Sobeys, Teambuy.ca

With this level of practical experience and insight, this is one event you cannot afford to miss. Register now by calling (416) 665-6868 or 1-800-363-9722.

P.S. Don't miss our practical workshops on effectively using social media as part of a CRM initiative and transforming the Contact Centre into a profitable business

# Listen to the Voices & Share Your Vision

Frank Muzzi, Vice President, In Genius Solutions Inc.

SESSION 1

Tuesday, February 5<sup>th</sup>

9:00-9:45

## CREATING A 3-YEAR VISION TO DRIVE YOUR COMPANY TO EXCELLENCE

*David Bradshaw, VP Sales & Services, ING Direct*

ING Direct's Sales and Services' team had a vision: a 3-year plan. The plan started in 2009 and is now complete. And, while many benchmarks and goals were achieved or surpassed, this is only the beginning! The team is on another three-year journey which David will share. This inspiring case study will look at how to create a vision for a world-class revenue generating sales centre, and where to go once you have completed your 3-year plan.

- Engaging executives into project management through analyzing, sharing of results and highlighting goals
- Exceeding targets and decreasing absenteeism rates with companywide buy-in
- Explaining what is in it for the contact centre & other customer service channels
- Getting people to be committed and taking a role in achieving the 3-year vision
- Getting your team mobilized and thinking about the future: a new journey

9:45-10:30

## ENHANCING THE LINK BETWEEN BRAND AND CUSTOMER EXPERIENCE

*Kelly Harper, Director Brand & Customer Experience, BMO Financial Group*

Customer experience and your brand are intrinsically linked, as your brand is what sets customer expectations for interactions with your organization, and the 'customer experience' is how well you deliver on those expectations. Delivering an ideal customer experience is possible only when you understand its link to your brand. This session will examine this link and how to manage it for success.

- Best practices for defining and implementing differentiated customer experience to establish a clearly defined brand
- Enhancing the link between brand and customer experience
- Developing a brand-building strategy through defining customer experience strategies and designing experiences
- How internal branding relates to managing customer experience
- Ensuring customer service is in alignment with overall brand concept

10:30-11:00 NETWORKING BREAK

11:00-11:45

## IMPROVING EFFICIENCY WHILE MAINTAINING CUSTOMER SERVICE AT TRANSAT CUSTOMER CARE CENTRES

*Suzanne Diefenbaker, Director, Customer Care Centre, Nolitours and Transat Holidays*

In today's world, we are all faced with many challenges - the economy, budget cutbacks, competition and finding the right people to be part of our teams. Transat's Customer Care Centres have addressed these challenges head on while continuing to ensure positive customer experiences. This discussion details Transat's experience and where the organization is planning to go in the future.

- Improving efficiency by examining the customer service functions as a whole
- Modifying practices through an analysis of call type and volume
- Determining what work has impact on performance and the customer experience?
- Retaining motivated staff in a challenging economy

11:45-12:30

## PREVENTING COMPLAINTS BEFORE THEY HAPPEN

*Frank Muzzi, Vice President, In Genius Solutions Inc.*

Contact centre performance means customer satisfaction, customer loyalty, profitability and competitive edge. It also means implementing effective practices for handling customer issues and complaints, and how to deal with difficult customers. This session will examine what satisfaction means to customers and how to put in place proactive workforce management measures that will impact the quality of service delivery and prevent complaints.

- Characteristics of a satisfied and unsatisfied customer
- Proper planning in workforce management and impact on service levels
- Analysis of call patterns: what to look for?
- Mapping out of future patterns in calls received
- Helping employees better handle complaints and deal with difficult customers

12:30-1:30 LUNCH

# Strategies & Roadmaps

Colin Taylor, Chairman and CEO, The Taylor Reach Group, Inc.

SESSION 2

Tuesday, February 5<sup>th</sup>

1:30-2:15

## DEVELOPING AND EXECUTING A STRATEGIC PLAN FOR CUSTOMER SERVICE

*Bruce Kinney, Director - Employee Engagement and Customer Engagement, Sobeys*

Developing an effective strategic plan for improving customer satisfaction requires clearly defined goals and methods of determining whether those goals are being met. This discussion details how Sobeys developed its plan for improving customer service.

- Understanding the customer's current experience
- Determining what needs to change
- Getting buy-in from management and customer service channels
- Executing the strategy

2:15-3:00

## DOING MORE WITH LESS WITHOUT SACRIFICING CUSTOMER SERVICE

*David Paddon, Manager - Customer Services, Gamma Dynacare Medical Laboratories*

Today's businesses must face many challenges, including an uncertain economy, budget cutbacks, heightened competition for skilled labour and technological change. Now, imagine if your organization also existed in an environment of "capped" revenues. This session takes a look at how Gamma-Dynacare Medical Laboratories is continually modifying its approach and adopting new strategies to "do more with less" in a capped environment, without sacrificing customer service and quality.

- Motivating and engaging your staff to adopt a vision of proficiency
- Deliver high quality customer service by using smarter practices & processes
- Harness technology and improved processes to cut waste and curb costs

3:00-3:30 NETWORKING BREAK

3:30-4:15

## MEASURING CUSTOMER SATISFACTION: LISTENING TO YOUR FRONT-LINE PEOPLE

*Lilly Krstic, VP Customer Solutions, In Genius Solutions Inc.*

Measuring customer satisfaction by surveying your customers is an important aspect in the overall customer experience. But are you measuring customer satisfaction through your front-line staff's lenses? Throughout all touch points, they are the ones interacting with your customers. This session will discuss how your staff can increase CSAT and help you better understand your customers by listening to your main asset: your employees.

- How do you measure customer satisfaction from your front-line's POV?
- Implement measures to evaluate & champion your front-line's ideas
- Learn about customers issues faster & act proactively

4:15-5:00

## CUSTOMER EXPERIENCE AND CUSTOMER SATISFACTION: PLANNING THE JOURNEY AND EXECUTING THE PLAN

*Colin Taylor, Chairman and CEO, The Taylor Reach Group, Inc.*

Design the roadmap, deliver the customer experience and you will gain customer satisfaction and by extension customer loyalty, so goes the mantra. It all sounds so simple, how can it fail? But fail it does, frequently and painfully. The failure is often due to a vast disconnect between marketing and the organization's primary customer communication channel: the contact centre. This session examines how the contact centre can support or undermine the promised experience.

- Learn from the mistakes others have made
- Understanding key elements: ease of access, quality of access & quality of interaction
- Know what the current experience is
- Understanding the three dimensions that support a superior customer experience: emotional connection, rational connection and customer effort
- Steps to design a roadmap

# The Future of Customer Service

Kyle Couch, VP - Client Learning Experience, The Beacon Group

SESSION 3

Wednesday, February 6<sup>th</sup>

9:00-9:45

## DEVELOPING A VISION TO DRIVE EXCELLENCE AT GO TRANSIT

*Mary Proc, Vice-President, Customer Services, GO Transit*

In 2008, GO Transit faced a negative public image and low customer satisfaction resulting from poor on-time performance. Clearly a change was needed and a new vision was formed to move GO towards excellence. Now GO Transit's image, customer satisfaction and service reliability have improved, employees and customers are more engaged, and GO continues to enhance services by making clear commitments to its customers and taking advantage of technology. Learn about the obstacles GO overcame along the way, and its need to once more "re-invent" customer service as it faces the challenge of keeping ahead of spiraling ridership growth. This session will explore the road taken, the challenges faced and the lessons learned from the journey.

- Developing and executing strategy
- Distilling the brand
- Learning from the best
- Making a commitment
- Using technology to help your customers
- Role of customer segmentation
- Empowering employees and customers

9:45-10:30

## EMPLOYEE ENGAGEMENT

*William Platt, Director, Client Services & Marketing, Platinum Legal Group Inc.*

Failure to effectively engage your employees can have a direct negative impact on performance and can lead to poor customer service. In this session, you will learn how to balance the need to achieve targets, alongside creating a workplace that fosters a positive influence on employee engagement.

- Defining what engagement means to the organization
- Measuring engagement as a precursor to improving performance
- Creating the conditions for engagement
- Coping with greater demand and less staff while maintaining positive morale
- Effective motivational methods
- Rewards and recognition to motivate employees

10:30-11:00 NETWORKING BREAK

11:00-11:45

## CHANGING THE FACE OF CUSTOMER SERVICE

*Daniel Mayne, Customer Service Manager, Teambuy.ca*

As Disraeli has it: "Change is constant; change is inevitable." How do you ensure that you deliver a great experience to your existing customers while preparing the stage for tomorrow? How will your customer service strategies change as a result of emerging trends and new technologies? What is your company's plan and long-term vision? This session highlights:

- What does the future hold for customer care?
- What are the new technologies that we have seen in 2012, going into 2013?
- How will contact centre data & real-time feedback influence your company's KPIs?

11:45-12:30

## THE RISE OF SERVICE DESIGN THINKING

*Kyle Couch, VP - Client Learning Experience, The Beacon Group*

Service design thinking involves the designing and marketing of services for the purposes of improving the customer experience, as well as the interactions between the service providers and the customers that draws on a number of disciplines, including product design, graphic design, operations management and interaction design. This session will examine how to incorporate service design thinking into your customer service practices.

- Defining service design: basics principles of service design thinking
- Establishing a framework for working in service design
- Tools required for effective service design thinking
- Process of integrating service design thinking into customer service practices
- Making services user-centred

12:30-1:30 LUNCH

# Towards a Better Understanding of the Customer

Dolly Konzelmann, President & Principal, Cutting Edji Consulting and President, International Customer Service Association, Toronto Chapter

Wednesday, February 6<sup>th</sup>

1:30-2:15

## PANEL: IS THE CUSTOMER ALWAYS RIGHT?

*Dolly Konzelmann, President, Cutting Edji Consulting*  
*Daniel Mayne, Customer Service Manager, Teambuy.ca*

Legend has it that “the customer is always right” saying was originally coined in the early 20th century by Chicago’s Marshall Field’s department store. This discussion takes a look at how this saying has resisted the test of time and debate how it applies to today’s reality.

- Is declaring the customer “always right” counterproductive?
- Does this saying create high expectations?
- Can you dismiss customers to foster an employee first culture?
- Learn how to handle situations when the answer is not what the customer wants to hear

2:15-3:00

## BEHAVIOURAL & PERSONALIZED CUSTOMER EXPERIENCE

*Jay Milroy, Project/Team Lead, T4G*

Personalization can help your organization respond to customer needs and predict future individual customer behaviour. Personalized interactions can go a long way in building brand loyalty and increase your customers life cycle. This session will discuss the possibilities that will help you into the next generation of customer care.

- Getting to know your customer
- Leverage customer behaviour, patterns & preferences in each interaction
- Multi-channels customer data sharing
- Intelligent routing
- The ‘One Face to the Customer’ approach

3:00-3:30 NETWORKING BREAK

3:30-4:15

## CREATING GREAT CUSTOMER EXPERIENCES

*Amy Sullivan, Vice-President, Customer Insights, Delvinia*

This session takes an unvarnished look at what it takes for organizations to create great customer experiences.

- Listen, empathize and own the problem
- Tips to provide an exceptional experience to every customer
- Dealing effectively with missteps and errors
- Importance of keeping your word and delivering on your promise
- Putting yourself in your customers’ shoes

4:15-5:00

## SOLVING THE PRIVACY PARADOX: HOW TO PROTECT PERSONAL INFORMATION WHILE BUILDING CLIENT RELATIONSHIPS

*Claudiu Popa, President, Informatica Corporation*

Safety of information and protection of legal rights to privacy are prominent issues for businesses engaged in customer service activity. This discussion will address the privacy and security issues and provide context on the measures that can be taken to address information risks to businesses and their customers when engaged in various service deliveries.

- Dealing with customer security concerns
- Maintaining easy access to customer information while ensuring privacy
- Quantifying your organization’s security and privacy risks
- Evaluating the level of exposure and what your organization must do to mitigate these risks
- Implementing effective privacy and security assurance controls



## OPTIONAL WORKSHOP A

Thursday, February 7<sup>th</sup> - 9:00-noon

### SOCIAL MEDIA MEETS CRM

*Carmine Porco, Associate Partner, IBM Interactive*

Where do social media and CRM intersect to create an enduring and profitable customer relationship? Businesses realize that social media is not a fad - it's even bigger than we think. Those who fail to understand this reality will not be part of the tomorrow.

This workshop will provide a guide to developing and implementing a social media & CRM business strategy. Attendees will learn valuable techniques on how to incorporate social media relationship building strategies and customer satisfaction & loyalty programs into their CRM framework. This workshop will review the process of implementing social media CRM and draw upon case studies of what works well and what to avoid when considering a social media CRM approach to your business.

- How social media outlets are changing the CRM experience
- With the help of social media, what is the future of customer service, and how are businesses preparing for the challenges and changes for continued success?
- Successfully using social media to enable customers to feel ownership
- Best practices, tips & tools

Carmine Porco is Associate Partner at IBM Interactive. He has over 20 years of experience in the areas of Internet consulting, IT management and software development. His strengths include employee self-service, social media, intranets, content management, customer care and Internet commerce.

## OPTIONAL WORKSHOP B

Thursday, February 7<sup>th</sup> - 1:30-4:30

### TRANSFORM YOUR CONTACT CENTRE INTO A PROFITABLE BUSINESS

*John Bardawill, Managing Director, TMG International Inc.*

This interactive, hands-on workshop is designed to help you better understand how to maximize the effectiveness of your contact centre. Learn what is needed to transform your contact centre from a transaction-focused cost centre to a revenue-focused business; resulting in improved customer service, increased revenue and better operating efficiencies. Participants will have the opportunity to utilize several tools and templates while learning how to:

- Align your contact centre operations with your overall business, marketing and sales strategy to provide the ultimate customer experience
- Identify and address gaps in customer experience and operational efficiency for significant cost savings
- Leverage your customer interactions to enhance CSAT and drive incremental revenues

John Bardawill is Managing Director at TMG International Inc., a consulting firm focused on Business and Marketing Strategy, Channel Management, and Contact Centre Development. John has over 25 years of international marketing and management experience, working with companies such as Ericsson, Cable & Wireless, Bell Canada, Rogers and RBC Insurance. He has worked extensively with call centre operations internationally in a variety of market-driven organizations to provide a strategic, highly focused, results-based approach to drive revenues and profits.

John is on the Editorial Board of the Journal of Customer & Contact Centre Management and is a member of the Contact Centre Council of Canada. He has spoken at numerous industry related events and educational institutions and has written numerous articles for a variety of industry publications.

John holds an MBA from the Richard Ivey School of Business at the University of Western Ontario.

### AV PROCEEDINGS

Audio/Video segments clickable slide by slide

Papers and overheads also included

Print any of the material for your own use



### SPONSORSHIP OPPORTUNITIES

Maximize your company's visibility in front of key decision-makers in your target market! Federated Press events are attended by those with the seniority and authority to change the way their organizations operate. For sponsors this means an unparalleled opportunity to raise your profile before a manageable group of senior decision makers. There are a wide range of sponsorship packages, which can be customized to fit your budget and marketing objectives.

Contact Jefferey Price at: 1-800-363-0722 ext. 236 for more information.

4<sup>th</sup>

# Reinventing Customer Service

February 5, 6 &amp; 7, 2013, Toronto

Maximizing the opportunities, overcoming the pitfalls  
in an era when the consumer is King

"Some nuggets of new  
information."

"Excellent discussion of key  
components."

"I benefited from learning  
about challenges and  
best practices of other  
organizations. This  
knowledge helps me in  
working with clients."

"Excellent overview of  
proposed treaty changes."

"Great networking and lots  
of info to absorb."

endorsed by:



NOVOTEL TORONTO CENTRE HOTEL, 45 THE ESPLANADE, TORONTO, ON, M5E 1W2

## TO REGISTER FOR REINVENTING CUSTOMER SERVICE

Delegate Name \_\_\_\_\_  
 Delegate Title \_\_\_\_\_  
 Approving Manager Name \_\_\_\_\_  
 Approving Manager Title \_\_\_\_\_  
 Department \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_ ext \_\_\_\_\_ Fax \_\_\_\_\_  
 e-mail \_\_\_\_\_

☐ Cheque enclosed (payable to Federated Press) for:

GST Registration # R101755163

\$

☐ Please bill my credit card: ☐ AMEX ☐ VISA ☐ Mastercard

Credit Card # \_\_\_\_\_ Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

REGISTRATION COSTS	Book & Pay by Nov. 5/12	Book & Pay by Dec. 5/12	Regular Price
<input type="checkbox"/> Conference + all workshops	\$2795	\$2895	\$2995
<input type="checkbox"/> Conference + 1 workshop ( <input type="checkbox"/> A or <input type="checkbox"/> B)	\$2320	\$2420	\$2520
<input type="checkbox"/> Conference + CD-ROM (\$150)	\$1925	\$2025	\$2125
<input type="checkbox"/> Conference only	\$1775	\$1875	\$1975
<input type="checkbox"/> CD-ROM only			\$499

\* Breakfasts, luncheons, morning and afternoon coffee breaks are included in the registration fees.

Please add 13% HST to all prices. / PBN#101755163PG0001

CD-ROM: The modern way to benefit from leading-edge conference information. Weren't able to attend this Federated Press conference? Though you cannot replace the experience of attending, you can benefit from the leading-edge information provided at the conferences, including all the written materials and video presentations by purchasing the Proceeding CD ROM. Our conference CD-ROMs create the experience of actually being at a lecture or conference.

Mail completed form with payment to:

**Federated Press**

P.O. Box 4005, Station "A"

Toronto, Ontario

M5W 2Z8



### UNCONDITIONAL UPGRADE POLICY

If you have registered for a similar or simultaneous event and wish to attend this Federated Press event instead, we are so sure that you will find this conference of more value that we will refund any cancellation fee up to \$300.00

### GROUP DISCOUNT

If you register four people at the same time you will be entitled to a discount. To take advantage of this special offer, payment for all delegates must be made with one cheque or credit card charge. Contact Sandra Frattolillo at: 1-800-363-0722 ext. 223 for more information.

Cancellation: Please note that non-attendance at the conference does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. A copy of the conference papers will be provided in any case. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to January 23, 2013. No refunds will be issued after this date.



1-800-363-0722  
Toronto: (416) 665-6868



info@federatedpress.com



(416) 665-7733

Payment must be received prior to January 29, 2013

WHEN CALLING, PLEASE MENTION PRIORITY CODE: RCS1302/E