

# CONTACT CENTRES

## ASIA 2011



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Main Conference: **15 & 16 February 2011**  
Post Conference Workshop: **17 February 2011**  
Venue: **Amara Hotel, Singapore**

Consistent service quality and enhanced customer experience in the multi-channel contact centre

## Featuring Fresh Insights from our Expert Speakers:

**Allen Rufo**  
VP Customer Service Operations  
**TOYOTA PHILIPPINES**



**Aminudin Zainodin**  
Senior Manager, AmBank Contact Centre  
**AMBANK MALAYSIA**



**Ann Khong**  
Head, Contact Centre  
**OCBC BANK SINGAPORE**



**Arasi Muthusamy**  
Head, Contact Centre – Virtual Banking  
**MAYBANK MALAYSIA**



**Belinda Loizou**  
Customer Service Manager  
**ST. GEORGE BANK AUSTRALIA**



**Elsie Low**  
Director, Regional Shared Service Desk  
**FUJITSU MALAYSIA**



**Yan Yan**  
Assistant Director, Operations  
**NATIONAL HEALTHCARE GROUP POLYCLINICS**



**Ernesto Friginal**  
Head, Contact Centre  
**MANILA ELECTRIC COMPANY, PHILIPPINES**



**Gina Rose Sanchez**  
Hub Head, Customer Centers  
**SUN LIFE FINANCIAL PHILIPPINES**



**Francis Paul Jagolino**  
Operations Manager  
**SHELL – FORECOURT UNLIMITED PHILIPPINES**



**Ian Aitchinson**  
Managing Director, APAC  
**COPC**



**Jeffrey Cortez**  
APAC Call Centre Manager  
**PHILIPS ELECTRONIC & LIGHTING**



**Lim Han San**  
Director, Customer Contact Centre  
**SHANGRI-LA HOTELS & RESORTS**



**Patricia Neo**  
Senior Director, APAC, Customer Contact Centres  
**STARWOOD HOTELS & RESORTS**



**Ranjith Navaratne**  
Director, Global Support Operations  
**HEWLETT-PACKARD, PALM GBU**



**Russel Sandlin**  
Executive Manager, Customer Contact Centre  
**GULF BANK KUWAIT**



Visit our website at [www.contactcentresasia.com](http://www.contactcentresasia.com) and download relevant articles and past presentations!

## Attend and Acquire Strategic Insights on:

- Delivering nuanced and consistent customer service across multiple channels and different cultural contexts
- Aligning contact centre operational model with business strategy and growth objectives
- Developing motivated, committed and engaged employees resulting in superior service and satisfied customers
- Eliminating silos preventing multi-channel service delivery and cross departmental collaboration
- Managing workflow and resource planning for high call volumes and complex customer cases
- Integrating contact centre processes with other frontline customer touch points and back office support operations for seamless customer experience
- Leveraging on technology to improve product knowledge database, real-time responsiveness and accurate performance monitoring
- Attaining management buy-in and stakeholder support through strategic contact centre positioning

## Don't Miss Out on our Industry Professional Led Workshops!

Post-conference workshops, **17<sup>th</sup> February 2011**

- A** Working in real-time: Aligning workflow, performance and quality management for productivity boost
- B** Going above & beyond – delivering customer experience that exceeds expectations

Researched & Developed by

Customer Management   
a division of IQPC

  
International Quality & Productivity Centre



# CONTACT CENTRES ASIA 2011

Dear Industry Professional,

## What is the face of your company?

Is it the brand identity, as showcased in marketing and sales campaigns?

Or perhaps it is embodied in the level of service customers associate with your organisation.

Whichever the case might be, we recognise the ultimate objective is customer satisfaction and this lies in matching service delivery with customers' expectations. However, as technology enables consumers to become ever more discerning, meeting this challenge is hardly straightforward.

Technology investment and infrastructure upgrades are only one facet of the solution; you also need to address the industry-wide lack of human capital.

Moreover, as you offer multiple channels for customers to interact with your organisation, ensuring consistency across each touch point and integrated back office support is vital.

Fresh from the success of our 2010 launch event, Customer Management IQ is delighted to present the second edition of **Contact Centres Asia** (15 – 16 February 2011, Singapore).

Block your calendars as we feature evidence-based strategies and new case studies of 'game-changer' organisations that successfully revolutionise their contact centre service delivery model.

### Look forward to:

- 16 case studies revealing strategic and operational initiatives to enhance customer service
- 6 networking sessions allowing ample time for industry benchmarking
- 3 interactive panel and roundtable sessions for peer-to-peer sharing and discussion
- 2 workshops providing in-depth expert advice on industry concerns
- 1 event which will help shape your contact centre plan for the next 18 months

Can you afford to miss out as leading customer-centric organisations come together and determine the way forward in regional industry development?

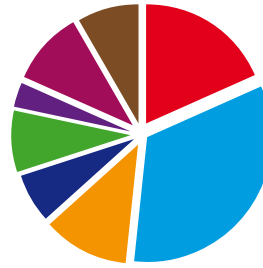
I look forward to meeting you this February.

Warm regards,

**Catherine Fong**  
Conference Producer  
**Customer Management IQ – A division of IQPC Worldwide**

P/s: Teamwork is integral in the contact centre – take advantage of the special promotions we have at Contact Centres Asia 2011 to facilitate team learning and collaborative efforts in driving operational efficiency and customer satisfaction

## Who will you meet?



### Industry:

- Solution Provider
- BFSI
- FMCG
- Consultants
- BPOs
- Utilities
- Telco
- Hospitality & Travel



### Geo:

- Australia
- Hong Kong & China
- Indonesia
- Japan
- Malaysia & Brunei
- Others
- Mongolia
- Philippines
- Singapore
- United States



### Seniority:

- CXO level
- Director
- VP
- Head/General Manager
- Manager
- Consultants

### Industry Focus:

- Banking & Financial Services
- Telecommunications
- Retail/FMCG
- Hospitality & Tourism
- Automotive
- Logistics
- Healthcare

## Establish your Asia Pacific market leadership together with us!

### Why Contact Centres Asia 2011 is worth your marketing spend?

Our events are end-user led and focused – we actively maintain a reduced vendor ratio to facilitate peer sharing and the right networking environment.

The conference offers strategic opportunities to develop long term partnerships and showcase your organization's market expertise. If you have a credible solution to enhance our delegates' contact centre productivity and streamline operational processes, make sure they meet you on site!

Contact **+65 67229388** or **sponsorship@iqpc.com.sg** to secure limited premium event partnerships.

Media Partners:



# CONFERENCE DAY ONE

Tuesday, 15 February 2011

08.15 **Registration and welcome coffee**

08.50 **Opening remarks from the chair**

## Back to the basics – differentiating through customer experience excellence

09.00 **Consistent service quality across multiple customer touch points**



- Brief overview of Sun Life's customer service delivery structure
- Standardising metrics and processes to ensure seamless customer experience
- Collective decision-making and open communications in developing a solid knowledge database
- Preventing duplication and redundancies by leveraging on CRM solutions and customised uniform back-office support systems
- Integrating social media and online initiatives within the customer service strategy

**Gina Rose Sanchez**  
Hub Head, Customer Centers  
**Sun Life Financial Philippines**

09.40 **Developing GLOCAL contact centre service strategy – contextualisation of global standards for local implementation**

- Cross cultural communications – finding common ground between regional customers and local agents
- Nuanced interpretation and adaptation of global processes
- Aligning local operations with management agenda, global business objectives and multiple country compliance regulations
- Managing a steep learning curve – investing in cross-training and product knowledge data base

**Jeffrey Cortez**  
APAC Call Centre Manager  
**Philips Electronic & Lighting**

10.20 **SPEED NETWORKING** - Speed networking will enable you to meet all conference attendees within a short time and ensure an open discussion throughout the conference

10.45 **Morning tea and networking break**

11.15 **Roadmap for multi-channel service delivery strategy – eliminating barriers preventing integrated customer experience**

- Shifting away from a silo approach
- Aligning technology interface and back-office support systems
- Recognise customer expectations differ across customer and channel types
- Balancing conventional channels with requirements of new channels

**Lim Han San**  
Director, Customer Contact Centre  
**Shangri-La Hotels & Resorts**

11.55 **The Toyota Way: Achieving Customer Service through respect for people and continuous improvement**

- Overview of customer service operations
- Listening to the voice of the customer
- Taking action based on customer feedback
- Developing strategies from customers' feedback to achieve great customer service

**Allen Rufo**  
VP, Customer Service Operations  
**Toyota Philippines**

12.35 **Lunch and networking break**

13.35 **Delivering comprehensive customer care in Meralco**



- Run through of services provided by Meralco's contact centre
- Coordination of contact centre practices with technical services and billing systems
- Balancing productivity metrics against quality & accuracy benchmarks
- Managing high call volume - workflow management

**Ernesto Fraginal**  
Head, Contact Centre  
**Manila Electric Company, Philippines**

## Investing in your most valuable commodity – your People

14.15 **The key to customer satisfaction: translating employee satisfaction into excellent customer experience**

- Correlating CSAT & ESAT – happy employees = happy customers
- Be the 'employer of choice' – securing the best talent and preventing staff attrition
- Collaborative partnership with back office operations to ensure quick follow through and action on customer requests
- Looking ahead: Strategic initiatives for convergence & humanising customer service

**Arasi Muthusamy**  
Head, Contact Centre – Virtual Banking  
**Maybank Malaysia**

14.55 **Afternoon tea and networking break**

15.25 **How important is employee satisfaction (ESAT)? Quick wins and long term strategies for increased employee engagement**

- Securing management buy-in by correlating ESAT with service level performance
- Picking the right people – working with HR to drive recruitment
- Building a solid foundation – investing in training and training
- Demonstrating a viable career progression path

**Patricia Neo**  
Senior Director, APAC, Customer Contact Centres  
**Starwood Hotels & Resorts**

16.05 **Developing human capital for contact centre**



*The session is an opportunity for delegates to pool their collective insight and experience for an answer to a critical industry concern: **lack of talent and human capital for contact centre**. The issue will be addressed both on a macro (regional, country and industry-level) point of view to discuss positioning of contact centre as attractive career options as well as practical tips to boost employee morale and promote a conducive working environment.*

16.55 **Closing remarks from the chair**

17.05 **Close of conference day one**

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# CONFERENCE DAY TWO

Wednesday, 16 February 2011

08.15 **Registration and welcome coffee**

08.50 **Opening remarks from the chair**

## Strategic realignment for optimal productivity and service level improvement

09.00 **The Art of Listening: Leveraging on customer feedback for enhanced service strategy and process re-engineering**

- Real-time post call customer survey – tabulating satisfaction score, collecting verbatim customer input & linking survey results with individual agent accountability
- Processes fine tuning, redesign and modifications in the last 6 months – actions taken and results
- Analytics, segmentation and ‘active listening’ for identification of cross- and up-selling opportunities
- The way forward – setting up a multimedia team to handle different channels and St. George’s mobile workforce pilot project

**Belinda Loizou**  
Customer Service Manager,  
**St. George Bank Australia**

09.40 **Strategic positioning of contact centre for management buy-in and support**



- Do your stakeholders recognise the role of the contact centre?
- Contact centre as the face of the organisation; not back office support
- Providing opportunities for cross department sharing and understanding
- Making your business case through revenue generation and profit based operations

**Aminudin Zainodin**  
Senior Manager, AmBank Contact Centre,  
**AmBank Malaysia**

10.30 **Morning tea and networking break**

10.50 **Contact centre lifecycle management – business continuity and contingency planning**

- Provisioning for future demand with present capacity and budget
- Developing scalable and flexible contact centre operations
- Service recovery for downtime and data crash
- Pandemic preparedness

**Elsie Low**  
Director, Regional Shared Service Desk,  
**Fujitsu Malaysia**

11.30 **Transformation of Gulf Bank’s contact centre into world class service levels**



- Getting your foundations rights – developing human capital, enhancing procedures and technology optimisation
- Leveraging on web-based applications for agent’s knowledge management – contact centre blog
- Doing what makes sense: process reengineering according to employee and customer feedback
- Getting the most out of your systems and platforms to deliver integrated multi channel services

**Russel Sandlin**  
Executive Manager, Customer Contact Centre  
**Gulf Bank Kuwait**

12.10 **Lunch and networking break**

13.10 **Panel Discussion: Debating the pros and cons of different contact centre operations model: in-house, outsourced, off-shore, virtual, hosted**



*In today’s competitive economic climate, fulfilling cost and customer satisfaction benchmarks for your contact centre operations is challenging. Which business model is the ‘best fit’ for your customer and corporate strategy?*

*Concerns include labor arbitrage, infrastructure and technology considerations and cultural impact.*

**Moderator:**  
**Ian Aitchinson**  
**COPC**

**Panelists:**  
**Aminudin Zainodin**  
**AmBank Malaysia**  
**Ernesto Fraginal**  
**Manila Electric Company, Philippines**

**Russel Sandlin**  
**Gulf Bank Kuwait**

14.00 **Knowledge management for contact centre service and operational efficiency**

- Adopting knowledge management strategies and practices for contact centre operations
- Developing a training program emphasising interactive product knowledge acquisition
- Creating a central database for convenient access and retrieving information

**Ann Khong**  
Head, Contact Centre,  
**OCBC Bank Singapore**

14.40 **Afternoon tea and networking break**

15.00 **Contact Centre Triage – Adapting healthcare call center best practices for performance and productivity improvements**

- Translating healthcare hotline methodology for general application
- Is your hotline being used effectively? Criticality-based call prioritization
- Evaluating which functions can be channeled to self service and determining the best methods to achieve this

**Yan Yan**  
Assistant Director, Operations  
**National Healthcare Group Polyclinics**

15.40 **Does outsourcing your contact centre improve the customer experience?**

- Methods for measuring customer experience
- Comparison between in-house vs. outsourced contact centre customer satisfaction scores
- Key drivers for customer satisfaction
- Should you use a risk or reward model to enhance customer experience?

**Ian Aitchinson**  
Managing Director, APAC,  
**COPC**

16.20 **Shared Services or Outsourcing? Shell Retail Business Administrative Center (RBAC) - Applying contact centre and BPO best practices for Oil & Gas**



- Brief overview of RBAC – plan, implement and refine
- Fulfilling service requirements from multiple lines of business – Sales support, Marketing support, Retail operations, Telemarketing, Human Resources & Back Office
- Balancing cost management requirements with push for continuous improved adherence to SLAs
- Leveraging on call center grade technology and IT infrastructure to boost efficiency and team performance
- Looking into the future of BPO type operations or hybrid model for Oil & Gas industry

**Dr. Francis Paul Jagolino**  
Operations Manager, Retail Business Administration Center  
**Shell – Forecourt Unlimited Philippines**

17.00 **Closing remarks from the chair**

17.15 **Close of conference day two**



# POST CONFERENCE WORKSHOP

Thursday, 17th February 2011

## Workshop A:

0900 – 1200 (includes networking break and lunch)

### Working in real-time: Aligning workflow, performance and quality management for productivity boost

- Determine agent efficiency through reporting tools and devise processes to measure and improve performance
- Evaluate the ROI for workforce management, training and quality monitoring for improved productivity against cost management requirements
- Assessing feasibility of automating key processes against contact centre service strategy
- Smart usage of self-service applications and IVR for OPEX reduction



#### Russel Sandlin

Executive Manager, Customer Contact Centre  
**Gulf Bank Kuwait**

*Russ Sandlin joined Gulf Bank of Kuwait in 2008; prior to that, he managed large contact centers for Barclays PLC, HSBC, Chase Manhattan, Bank of America, AT&T and Dell. In May 2010, Gulf Bank won the Best Contact Centre of the Middle East at the Banker Middle East awards.*

*Russ has helped US based investors move their work offshore setting up contact centers in Korea, Mexico, Dubai, Qatar, Pakistan, India, the Philippines, China, Ghana and Kuwait. He is an industry expert in Offshore Outsourcing, BPO, KPO and Contact Centers and is passionate about developing the outsourcing industry.*



## Workshop B:

1300 – 1600 (includes afternoon tea and networking break)

### Going above & beyond – delivering customer experience that exceeds expectations

‘Customers are king’ – matching anticipated service with actual delivery is challenging, especially as consumers become more discerning and discriminating. Recognising excellent customer experience will be a key differentiator and competitive advantage; the concern is realising this within the strictures of contact centre. This session will detail strategic and operational aspects of a customer-centric approach and initiatives to drive customer satisfaction improvement, including:

- Setting up a thorough quality monitoring process & ensuring multiple sources for customer feedback collection
- Contact centre as a key strategic initiative for customer advocacy – effective use of Net Promoter scores and technology
- Seamless customer experience across multiple channels – voice, email, chat and automation
- Is everyone on the same page? Convincing your stakeholders (and especially agents)



#### Belinda Loizou

Customer Service Manager  
**St. George Bank Australia**

*Belinda has worked at St George Bank for the past 12 years in a number of roles within their Award Winning Contact Centre – she is currently the Customer Service and Business Banking Manager for the Parramatta Contact Centre, managing approx. 190 FTE. The Centre is a dual brand channel for both St George and BankSA and handles approximately 5 million calls per year. Belinda’s business units handle direct retail and business customer enquiries and also the groups’ mortgage settlements business.*

*Belinda has been involved in and currently manages the banks’ remote workforce via their work@home team. She is also on the Australian Tele-Services Association NSW Committee responsible for organizing Team Leader and Manager Learning and Development Forums.*

## About IQPC



International Quality & Productivity Centre

**IQPC** provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC’s conferences are market leading “must attend” events for their respective industries. IQPC produces more than 1,500 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: Berlin, Dubai, London, New York, Sao Paulo, Singapore and Sydney. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.  
[www.iqpc.com.sg](http://www.iqpc.com.sg)

## About Customer Management IQ

### Customer Management

a division of IQPC



**Customer Management IQ** is an online community for finding Customer Management

and Call Center information, discussing ideas about CRM and Call Center Management and sharing marketing best practices. Join today and interact with a vibrant network of Customer Management and Call Center professionals. Keep up-to-date with the Customer Management and Call Center industries by accessing our wealth of articles, videos, online seminars, live conferences and more.

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