



INTERNATIONAL DELIVERY

THE NEW ISO 10002:2004

QUALITY MANAGEMENT - Customer Satisfaction - Complaints Handling
(A Critical STEP-BY-STEP Approach)

A World-class speaker

1st ISO 10002 WORKSHOP IN MIDDLE EAST !

STRICTLY LIMITED TO 30 SEATS !!



Moderated by
JILLIAN MERCER
(B.A., B.Ed., M.Ed.), Director

Jillian Mercer is an international expert on complaints handling for businesses and has first hand information about ISO 10002:2004. She has kept in close with the member of the technical committee over the years as the standard was developed and drafted.

She is the author of the newly released book, "May I Help You, GREAT CUSTOMER SERVICE Ideas", published in July 2003. She has also published two chapters in the book, "Customer Service Excellence: How Organizations in Australia are Exceeding Customer Expectations (1998)".

She is the immediate past National President of the Australian Customer Service Association.
She will be the Western Australian judge for the 2005 Gold Awards of the Australian Organization for Quality, and has been a past site evaluator for the Australian Customer Service Awards.

30th (Mon) & 31st (Tue) May, 2007
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Special Address by :

Abdul Hamid Alwan
Acting Director of Accreditation Department
Emirates Authority for Standardization and Metrology (ESMA)

ISO 10002:2004 addresses the following aspects of complaints handling:

- Enhance customer satisfaction by creating a customer-focused environment that is open to feedback
- Acquire top management involvement and commitment through adequate acquisition and deployment of resources, including personnel training
- Recognize and address the needs and expectations of complainants
- Provide complainants with an open, effective and easy-to-use complaints process
- Analyse and evaluate complaints in order to improve the product and customer service quality
- Audit of the complaints-handling process
- Review the effectiveness and efficiency of the complaints-handling process

CONTENT FOR SESSION

This session will include the following learning-oriented actions:

1. Work on real life examples of complaints presented by delegates for the seminar
2. Brainstorming to use the knowledge of the group to understand some of the issues the ISO 10002:2004 sets out to address
3. Working through exercises designed to tap into the current skills of the group about implementing an effective complaints-handling system which complies with the ISO standard requirements; and,
4. Group-oriented discussion and exploration of the conceptual framework of the importance of ISO standards for complaints handling

For details contact
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Complaints - Dubai

Masterclass Series

CUSTOMER COMPLAINTS MANAGEMENT

Effective Management of complaints to improve business performance
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Moderated by Jillian Mercer

Your unhappy customers will be your competitor's new customers, act & prevent before you lose your last string

"Your most unhappy customers are your greatest source of learning"
— Bill Gates (Business @the Speed of Thought)

A "Sold-Out" workshop in Singapore, Malaysia, Indonesia, Philippines, Thailand, China & UAE

OVER 7,000 SENIOR MANAGERS HAVE ATTENDED JILLIAN'S WORKSHOP

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Complaints, & Service Performance – India

Voice of Customer- China

FIK INTERNATIONAL Presents

24th (Mon) & 25th (Tue) Sept, 2007
Novotel Atlantis Shanghai, China

V o C

Voice of Customer
Beyond Satisfaction Survey

Moderated by
JILLIAN MERCER