

Benchmarking Roundtable 3-day Bootcamp

Topic: Customer Service

Background:

Customer service is the No.1 differentiator. Businesses are realizing that customer acquisition is far more costly than customer retention. How does your organization measure up to these challenges?

- 78% of consumers do not make an intended purchase because of poor service experience
- 70% of buying experiences are based on how the customer feels they are being treated
- 40% of customers move to competitors because of their reputation for great service
- 66% of customers switch companies due to poor service
- 4% of dissatisfied customers complaints

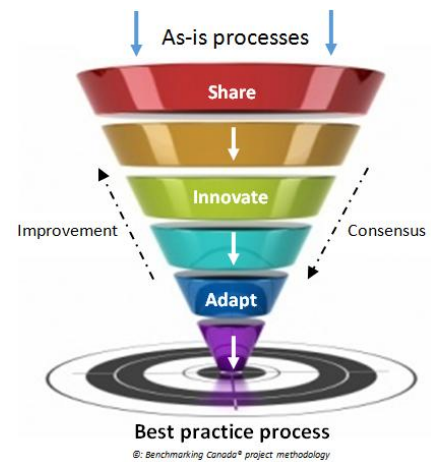
Are customer service related processes documented and aligned to the corporate strategy? What is the audit and risk management regime for the customer service process? What are your organizational challenges?

Join the *Customer Service Benchmarking Roundtable* bootcamp and improve the customer facing processes, service delivery, client retention, satisfaction and organizational profitability.

Objectives & Methodology:

Benchmarking Roundtable bootcamp objective is to facilitate a diverse sector benchmarking workshop for achieving breakthrough improvement, with minimal resources and cost.

Bootcamp follows the Benchmarking Canada™ methodology (shown on the right) which is based upon an outside-in perspective for co-creation. It nurtures innovative and out-of-the-box thinking designed for achieving practical, quick and readily adaptable solutions.



Specifics:

- 4-6 non-competing, diverse organizations or single entity business units and/or divisions
- Each organization nominates up to 5 employees to attend, including a member of the executive management team (Benchmarking Sponsor)

3-day Bootcamp Outline:

Day 1:

- Module I: definitions, introductions, rationale, research
- Group Exercise A
- Module II: process sharing
- Group Exercise B

Day 2:

- Module II – continued: process sharing
- Group Exercise C
- Module II – continued: process sharing
- Group Exercise D

Day 3:

- Module III; best practice process development overview
- Organizational presentations on group exercise outcomes
- Best practice development
- Module IV; performance improvement
- Module V; metric benchmarking
- Next steps

Bootcamp pre-work & post-work:

- 1-hour preparatory brief with each participating organization, day before the bootcamp
- 1-hour debrief session with each participating organization, day after the bootcamp

Takeaways:

- Develop an understanding of tactical and strategic perspectives for sustained improvement
- Learn about international standards, current research and benchmarking best practices
- Learn from the experience of other organizations in different business verticals
- Identify best practices and collaborate in developing innovative approaches
- Understand how other organizations are tackling similar challenges
- Leave the bootcamp equipped with the best-of-the-best process
- Recognize improvement potential and performance gaps
- Co-create via collaboration, sharing and innovation

Schedule & Venue:

- 3 consecutive days 8am-5pm
- Morning & afternoon tea/coffee breaks, 15-minutes each
- Mid-day lunch break, 1-hour
- Venue to be advised at time of registration

Fees & Registration:

- Customized quote will be provided to each organization
- For multiple topics discounts will be applied
- Full fee is payable at time of registration
- Cancellations under exceptional circumstances only, on case-by-case basis

Facilitation & Project Management:

- Benchmarking Canada™ Roundtable methodology was developed by Zillay A. Nawab, President Hashtag Consulting Solutions Inc, a Toronto based firm with global clients
- Hashtag Consulting Solutions Inc services are industry and technology agnostic covering 9-areas shown in the adjoining illustration
- Benchmarking Canada™ bootcamp is facilitated and delivered by Zillay, an internationally acclaimed consultant, speaker and advisor
- Zillay is Chair and Expert Member of several Canadian ISO Mirror Committees



Customer Service

Benchmarking Roundtable 3-day Bootcamp Registration Form

Thank you for your interest in participating in the benchmarking roundtable. In order for us to process your registration please provide the following information and return this form by email:

1. Registering for Single Organization (multiple business units, divisions) Roundtable Y/N?
2. Registering for Multiple Organizations Roundtable Y/N (circle as appropriate)
3. Organization Name/s: _____
4. Address: _____
5. CEO/ President: _____
6. Benchmarking Sponsor: _____
7. Preferred dates/times for an introductory call with Sponsor: _____
8. Phone: _____ Email: _____ Website _____
9. Payment modes: *Please contact for details*

I hereby confirm our organizational intent to participate in the Benchmarking Round-table 3-day Bootcamp and undertake to settle the invoice in full 7-days before start date.

Name	Signature	Organization	Designation	Date
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