



Which one is yours?

Service is more than just greet, smile and saying thanks!

BUILDING GREAT CUSTOMER EXPERIENCES

The Colin Shaw Seminar • 5 AUG 2008 at Pan Pacific Singapore



Having written three books on customer experience – two of them international bestsellers - and with over 20 years of experience working in blue chip companies like Mars Ltd, Rank Xerox and BT, there's little wonder why Colin Shaw is widely regarded as the "Guru of Customer Experience". Colin has visited No.10 Downing Street on a number of occasions to advise the British Government on the public service's Customer Experience. Colin's global media appearances have included BBC TV, Sky News, CNN, BBC Radio 4 & 5, LBC news, ITN news and radio. He is much sought after as an interactive, thought provoking and accomplished key-note speaker.

"Colin's approach is the most exciting, practical and effective I have seen in the whole area of becoming a customer focused organisation. We have all talked about the why for years, but now there is no excuse, this is the how."

– Ayes Amewudah, Vice President Marketing Operations EMEA, Lucent Technologies

"We know from first-hand experience of working with Colin Shaw that he truly is the connoisseur of the Customer Experience!"

– Tony Hanway, Vice President Member Services, AOL Europe Operations

NOT TO BE MISSED!

- A Naïve to Natural® self-assessment model to determine where your organisation is, on it's Customer Experience Journey!
- Colin's interactive and engaging approach which includes live phone calls to companies to provide examples to the points made!

Official Marketing Partner

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Asia Pacific's No. 1 Job Site

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Choose to Go The Way of Great Companies Today.

With Colin Shaw, founder of Beyond Philosophy and the world's leading thought leader in Customer Experiences. Arriving in Singapore for a one-day only seminar on 5 August 2008, Colin will share with you how building great customer experiences can generate profits and even reduce costs for your company! This will become the new sustainable differentiator, a new source of competitive advantage and a new threat to those organisations that do not react to the onset!

Seize the opportunity to benefit from a session with Colin Shaw like these delegates!

“ The emerging gurus on the subject are Colin Shaw and John Ivens with their holistic approach. We will have to embrace the paradigm they are unlocking and focus on our customer experience if we are to be successful in the future. At Microsoft we understand the importance of this and are committing ourselves to this new world. ”

– Steve Harvey, Director of People Profits & Loyalty, Microsoft



“ The Customer Experience will be a critical differentiator in today's commoditising economy. Colin not only explains the theory of the Customer Experience but also provides practical advice and insights on how you can begin building and delivering Great Customer Experiences. ”

– Peter Scott, Customer Service Director, T-Mobile

“ Colin's innovative approach deserves applause – his thought-leading book is at the cutting edge. Their seven philosophies for building great customer experiences underpin Hilton's own philosophy on how to delight our customers. ”

– Mike Ashton, Senior Vice President Marketing Worldwide,
Hilton International Hotels



“ Colin hits the strikezone of how marketers, and organisations overall, need to be thinking to win today. It's a clear roadmap for building a high performance organisation crystallised around the customer. Importantly, Colin recognises that emotions are at the core of all relationships – it's no different with customers than our family and friends – and truly engaging and successful brands. ”

– Barry Herstein, Chief Marketing Officer, Financial Times Group, New York

95% of senior management in businesses believe that Customer Experience is the next competitive ground.

Can you afford to lose the battle?

Let Colin Shaw show you the winning ways!
Here's what you will gain:

- Learn to apply the 7 Philosophies of Building Great Customer Experiences in your business! They emphasise how the customer experience can be used to dramatically increase revenue and significantly reduce costs!
- Analyse and improve your Customer Experience! Understand where your organisation currently stands and identify key areas for improvement using Beyond Philosophy's revolutionary Naïve to Natural® Model! This innovative tool allows organisations to analyse themselves and their plans to transform.
- Unravel the link between your corporate brand and organisation culture! Discover how to translate your brand attributes into desired behaviors of your employees.
- Connect positively and emotionally with your customers! Discover why emotions are so important in building great Customer Experiences and how forward thinking organisations can harness this knowledge to evoke positive emotions in your customers. It's the secret to building and retaining customer loyalty for long term profitability!
- Gain precious insights to other companies' (foreign & local) case studies and find out how other organisations are building Customer Experiences that impact significantly on their business performance!



ABOUT THE SPEAKER: **COLIN SHAW**
BEST-SELLING AUTHOR AND FOUNDER OF THE WORLD'S
LEADING CUSTOMER EXPERIENCE CONSULTANCY.

Colin Shaw is the Founding Partner of Beyond Philosophy™, the world's leading experts on the Customer Experience, who provide consultancy, training, and conference speaking services from their offices in the United Kingdom and United States. It boasts a number of the world's largest organisations as clients including Microsoft, T-Mobile, Dell Computers, and Her Majesty's Cabinet Office, to name just a few.

Prior to founding Beyond Philosophy™ Colin spent over twenty years in blue chip organisations, culminating in his appointment as Global VP, Customer Experience, for one of the world's largest companies. Colin knows what makes business tick. He understands the trials and tribulations of running operational units, including the pitfalls and the pleasures, the politics and the policies.

Colin is author of the best-selling book *Building Great Customer Experiences*. Owing to his expertise, he has appeared on CNN and BBC TV and Radio. He conducts phone-ins and has been featured in The Times, The Independent, and many other publications. He is a sought-after and accomplished speaker, delivering key-note speeches around the globe, and is a member of both the International Federation for Professional Speakers and the UK Professional Speakers Association.



Don't leave your Customer Service to Chance!

Sign up now for
"Building Great Customer Experiences"
The Colin Shaw Seminar
Tue, 5 August 2008
9am – 5pm
Pan Pacific Singapore

Registration form

"Building Great Customer Experiences" – The Colin Shaw Seminar

Jointly facilitated by **Colin Shaw from Beyond Philosophy** and **aAdvantage Consulting**

WHO SHOULD ATTEND

- CEOs, COOs, CFOs, MDs, FDs
- Sales & Marketing Directors / Managers
- Operation Directors/ Managers
- Customer Relationship Management (CRM) Directors / Managers
- Customer Service Directors/ Managers
- Human Resource Directors/ Managers

Please sign me up for Building Great Customer Experiences – The Colin Shaw Seminar

- 1 day Seminar: S\$995.00 + 7% GST (Lunch included)**
- Super early bird discount: S\$695.00* + 7% GST (Lunch included)**

* Super early bird discount ends 31st May, 2008

Name: (DR/MR/MDM/MS)		
Company:		
Designation:	Email Address:	
Office Number:	Handphone Number:	Fax Number:
Mailing Address:		Postal Code:

How did you hear about this event?

- Colleagues Email Campaign Newspaper Magazines Colleagues/ Friends/ Family Others. Please Specify _____

Withhold Personal Information (Please refer to Terms & Conditions)

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