

Mastering Customer Retention & Loyalty

"A Strategic and Tactical approach on how to deliver *Amazing Service*, every time"

29th & 30th October 2008,
Prince Hotel & Residence, Kuala Lumpur, Malaysia

For the 1st time in Asia, Kevin Stirtz, the award winning trainer, speaker and author who is best known in the USA and Europe as "**The Amazing Service Guy**" will deliver his 2 day Amazing Service Masterclass and it will take place in Kuala Lumpur, Malaysia.

Dear Customer Service Professional,

If you're in business, there's one interest we all share— how to gain and retain customer loyalty.

Amazing customer service is what it's all about. But what gives your service that "WOW!" factor that keeps clients coming back for more?

Customer loyalty can be the silver bullet that keeps your company growing and profitable. A study by Bain & Company suggests a 5% increase in customer loyalty can produce a 25% to 95% increase in profits.

This session will help you increase loyalty more than ever before. You'll learn real-world strategies to make sure you're delivering exactly what your customers want and doing it better than anyone else. Afterward, you'll have new ideas and tools you can implement right away to increase customer loyalty, customer retention, referrals and profits!

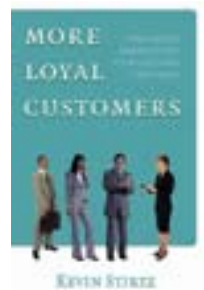
Kevin Stirtz

Value for money

- Each delegate takes away a free copy of "The Amazing Customer Service Toolkit" which contains advice and ideas for people to understand their customers better so they can offer better service than their competition



- 10 lucky delegates will each receive a signed copy of Kevin's most recent book "More Loyal Customers: 21 Real World Lessons to Keep Your Customers Coming Back"



Call Now or email info@invention-i.com to check on seat availability!

Due to limited space, the last day to register is **Friday, October 17, 2008.**

All registrations are confirmed on a first come, first serve basis.

Bio for Kevin Stirtz



Kevin Stirtz is the **Amazing Service Guy**. He is a customer service speaker and trainer who helps companies increase revenue and profits by delivering Amazing Service. Kevin has spoken to thousands of people across the USA and in Europe about how to improve customer service. He has been quoted in major media such as BusinessWeek, the Boston Globe, Smart Money, Chicago Sun Times and others. Kevin's recent book, **"More Loyal Customers: 21 Real World Lessons to Keep Your Customers Coming Back"** has won several awards and has received 5 star reviews on [Amazon.com](https://www.amazon.com).

Testimonials

"This seminar was time well spent. Kevin was organized and presented the material well. He was extremely knowledgeable, involved people and used relevant examples throughout the day."

Scott Rynerson
Wells Fargo

"This course refreshed my customer service skills. It gave me tips and re-energized me. Kevin was excellent. Very personable and taught the subject well. He encouraged participation and used real-life situations."

Kathy Olson
State Bank of Cold Spring

"Kevin was great. I learned a lot and really enjoyed my time. The session gave me more tools to use with my customers on a daily basis. I can see this will help me in my job."

Keisha Bills
US Bank

"Kevin led our team in practical, worthwhile discussions in which everyone willingly participated. He puts everyone in the room at ease with his presentation skills and common sense approach to everyday issues in the workplace."

Trish Foutz
Celebration Associates, LLC

Kevin's Partial Client List

- Merrill Brink International
- Inland Empire Bank
- Conagra Foods
- The Paint Depot
- Russell Stover Candies
- Northern National Bank
- Pine Country Bank
- State Bank of St. Cloud
- Coffee News USA
- Celebration Associates LLC
- Urban Outfitters
- Pep Boys
- Embassy Suites
- Big Bike Parts
- Princeton Healthcare System
- Philadelphia Country Club
- Farmers & Merchants State Bank
- Crystal Farms
- St. Francis Hospital
- Memorial Blood Centers
- Wendi Moore Agency LLC
- City of Bemidji
- Homestead Preserve
- Thermo King
- Minnesota Shredding LLC
- Ingersoll Rand

Who should attend ?

This course is specifically designed for anyone who plays a strategic role in customer service excellence, customer retention, and customer loyalty.

From the following industries :-

- Banks
- Telecommunications
- Contact Centres
- Travel or Airlines
- Retail
- Hospitality
- FMCG
- Insurance
- Healthcare
- Utilities
- Post
- Automobile
- Others

Attend this training and Learn

- How to **reduce** Customer Attrition
- How to **increase** Customer Loyalty
- How to get **more referrals** from existing customers
- How to **boost** revenue and profits
- How to **establish** Customer Service goals & objectives
- How to be a **Champion Solutions Provider** for all of your customers
- How to **keep your customers happy and always coming back**
- How to **manage** customer complaints
- How to build a **"permanent culture of Amazing Service"** in your company
- How to turn your customers into **"partners for life"**

Day 1: Strategy

Creating a Culture of Amazing Service in Your Company

Why care about customer loyalty?

- Customer attrition is expensive
- A little loyalty can boost profits
- Increase referrals, revenue and profits

How does customer service affect customer loyalty and retention?

- The link between service and loyalty
- The 57% percent difference
- The #1 reason customers leave (and how to fix it)

Build a better business with Amazing Service

- Why most loyalty programs don't work (and what to do about it)
- The single most effective way to increase retention
- Service is not just how we treat customers
- How to make your entire business healthier

What is Amazing Service and why should I care?

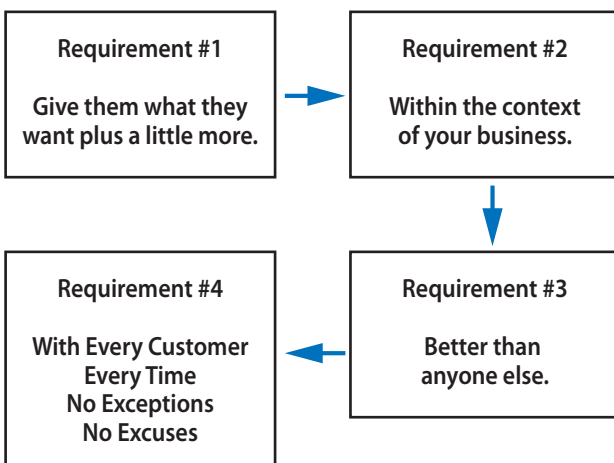
- Overview of Amazing Service System
- A system that any company can use
- Easy to implement and replicate
- Enables permanent improvement in customer service

How does it work?

- It's as easy as 4-5-6
- Simple yet powerful
- Practical and hands-on
- Three components, step-by-step method

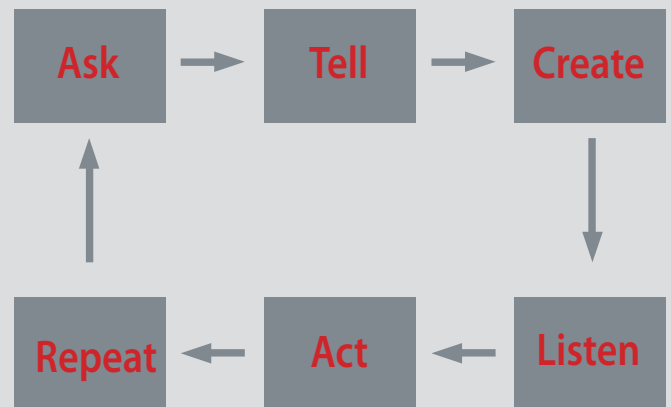
The Four Requirements of Amazing Service

- Definition of Amazing Service
- Gives your business a powerful advantage
- Establishing your goals
- The secret to successful change



The Six Promises of Amazing Service

- The Two Circles Technique
- Welcome to the Feedback Economy
- Designing feedback mechanisms
- Getting inside your customers shoes and their heads
- Creating your Unified Message
- Engaging your customers
- How to guarantee long term success in improving customer loyalty



The Six Promises of Amazing Service Model

more testimonials...

"Kevin, your customer service seminar was wonderful! I'm really glad we had this seminar. When you showed me that statistic indicating that over 60% of lost customers are through bad service, I was shocked. All the advertising in the world won't help if the people you bring in don't get taken care of."

We don't sell a glamorous product. It's just paint. And every competitor sells equal quality paint. Only one thing can make a difference. 'Wow' service, or as you call it, 'Amazing Service!'"

Michael Perron
President
The Paint Depot

"People who have attended Kevin's training sessions have given him high ratings. We feel he brought professionalism, expert knowledge and a personal touch to his work with us. We would be happy to recommend him to any group looking for similar services."

William Buckley,
President
Coffee News USA

Day 2 : Tactics

How to Deliver Amazing Service to Your Customers

Review of Day 1

- Benefits of improving customer loyalty
- How to improve customer loyalty
- Review Amazing Service System

The Five Standards of Amazing Service

- The best way to build loyalty right now
- Understanding how customers see you
- How to create a better point-of-experience (POE) for every customer
- Your customer's loyalty analysis
- A simple model that can improve every communication you have
- One simple secret that keeps customers coming back
- Different paths – how to be a champion solutions provider for all your customers
- The most important thing you'll ever do for your customers

Putting it all together

- Industry examples
- Small group discussion and debrief
- Case studies
- Project preparation

Build Amazing Service into your company

- Where is your company on the Amazing Service scale?
- Establishing your Amazing Service goals
- Small group discussion and debrief
- Your Amazing Service action plan
- Creating your next steps
- Sharing and feedback

Wrap Up

- Recap
- Discussion
- Q & A
- Closing

more testimonials . . .

"My #1 goal was met and exceeded. Great advice. Can't wait to try it in the real world."

"Great delivery. It was fun and interesting and went by so fast. I can't believe it's already time to go. I am leaving today with new tools to add to my toolbox."

"Excellent presentation. On a scale of 1 to 10 I rate it an 11!"

"Kevin, we are so lucky to have you here. It is truly evident you have a gift."

"Very informative session. Learned a lot. Enjoyed the interactive nature. Kevin is a great communicator."

"One of the best seminars I have ever attended."

"Kevin was great. Good balance of humor and content."

"Seminar met all my expectations more than I thought it would."

"Most seminars I've been to were boring. Not this one!"

Additional Features

- A bonus session on "how to deal with difficult customer service situations"
- Featured case studies of how newer companies such as eBay, Amazon, and Starbucks are using innovative strategies to acquire and retain new customers
- Interactive Role-Playing exercises (see things from the customers' perspective)

Daily Course Schedule

| | |
|---------------------|-------------------------------|
| 8.30 am | Registration & Welcome Coffee |
| 9.00 am | Training starts |
| 10.30 am to 10.45am | Morning refreshment |
| 12.30 pm to 1.30pm | Lunch |
| 3.00 pm to 3.15pm | Afternoon refreshment |
| 5.00 pm | Training ends |

On Site Training!

If you have have a minimum group of 15 individuals or more and you want this course to be customized and delivered to your organization in the format of an in-house training, please contact our On-Site Projects (OSP) Department with your specific requirements at: osp@inversion-i.com

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REGISTRATION FORM

(Use copies of this form for additional participants)

1st Delegate

Name Mr/Mrs/Ms

Position

Telephone

Mobile

Email

2nd Delegate

Name Mr/Mrs/Ms

Position

Telephone

Mobile

Email

3rd Delegate

Name Mr/Mrs/Ms

Position

Telephone

Mobile

Email

AUTHORIZATION

(This form is invalid without a signature or company stamp)

Organization

Address

Country

Telephone

Fax

Authorising Manager

Position

Signature

Date



www.inversion-i.com

Level 16, 1 Sentral, Jalan Stesen Sentral 5,
KL Sentral, 50470 Kuala Lumpur, Malaysia.
Tel: 603 2162 5485 Fax: 603 2162 7485
General Enquiries: info@inversion-i.com

3 EASY WAYS TO REGISTER



Call +603 2162 5485



Fax the registration form to +603 2162 7485



Email this form to register@inversion-i.com

PRICES AND OFFERS

Regular Fee Per Delegate: RM 4800.00

Group Discount: RM 4320.00
for 3 delegates and above

METHOD OF PAYMENT

Cheque/Draft

Payable to

INVENSION INTERNATIONAL SDN BHD

Bank Transfer

**A/C No. 205-418510-101
HSBC Bank, Main Branch,
Kuala Lumpur, Malaysia
SWIFT: HBMBMYKL**

For Invoice Purpose

Contact Person Name:

Position:

Tel:

Fax:

Email:

Terms and Conditions

1. Professional Training Fee

Registration Fee is inclusive of course materials and refreshments, and does not include accommodation or transportation.

2. Payment Terms

Once a completed registration form is received, full payment is expected within 5 business days from receipt of invoice. PLEASE NOTE: payment must be received prior to the event date. A receipt will be issued once payment is received.

3. Confirmation Details

Joining instructions such as Confirmation Letter, Location Map, etc will be sent to the concerned delegate (s) or contact person once a completed registration form is received.

3. Cancellation/Substitution/Addition of Delegate (s)

Substitutes for registered delegates is welcome at any time, provided the organizer is notified either by official fax or email. Additional delegates are welcome too subject to seat availability. All cancellations after a registration is communicated to the organizer either by fax or email will be subjected to a 10% penalty of the regular fee. Cancellation must be received in writing by mail or fax. Non-payments and non-attendance does not constitute cancellation.

4. Late Registration

The organizer reserves the right to reject any registration that is received after the last day of registration that is advertised in our brochure and promotional materials.

5. Certificate

All participants who complete the course will receive a Certificate of Attendance, signed by the trainer. Please ensure when registering that your name is written the way you want it to appear on your Certificate.

6. Copyright

All intellectual property rights in all materials produced or distributed in relation with this event is expressly reserved with INVENSION International and any unauthorized duplication, publication and distribution is prohibited.

Important Note: While every reasonable effort will be made to adhere to the advertised package, INVENSION reserves the right to change event dates, sites, location or omit event features or alternate offers shall be made.