

'EFFECTIVE MANAGEMENT DURING A RECESSION' MALTA 2012 LEAN PROGRAMME

- advanced executive education -

Revolutionary in Malta

Dr. Carlo Scodanibbio
and
Ing. Joseph Micallef

jointly present:

"a suite of training events on lean management principles addressed to face effectively the crucial times ahead - for organisations within the Maltese Islands and neighbouring countries"

Event 04:

"BASIC PRINCIPLES OF LEAN CUSTOMER CARE"

FOR HIGH-LEVEL PERSONNEL IN THE SERVICE AND HOSPITALITY INDUSTRY

22nd June 2012 - The Palace - Sliema - Malta

"...understanding current and future customer needs and expectations and converting them to value-adding, quality output, in a lean approach..."

with thanks to:



for their support

BASIC PRINCIPLES OF LEAN CUSTOMER CARE
for Senior- & Middle-Level Managers from the Service and Hospitality Industries
A 1-Day Workshop Developed And Facilitated By:

Dr. Carlo Scodanibbio – Ing. Joseph Micallef
email: carlo@scodanibbio.com jmicallef@theiet.org

<http://www.scodanibbio.com/malta2012/>

BASIC PRINCIPLES OF LEAN CUSTOMER CARE

Foreword .

“investing in customer care initiatives must not be considered as an unnecessary expense and effort, but rather the assurance for customer retention and future business growth – if not survival”

FROM THE DESKTOP OF DR. CARLO SCODANIBBIO AND ING. JOSEPH MICALLEF

Dear Delegate(s),

Recession? Gloomy picture? Crisis? Stagnation? The typical, “traditional” response is based on “cost-cutting”, “4-days’ week”, “retrenchment”, “re-structuring”, “merging”, and similar old stuff.

The Lean Organisation takes another road, totally opposite to the “traditional” ones: **invests**. Invests in what? In their two core resources: their **customers** and their **people**. How? By inventing all possible ways to **impress** customers (rather than only satisfying them - if so...) – and by **empowering** their people to serve customers in a “WOW!” mode – to such an extent, that overtaking competition by far becomes easy and natural. Chopping all **processing waste** between their internal personnel and customers is the final ingredient of the lean cocktail.

We presented this course last year in our “Lean Business Excellence: Malta 2011” programme: it was a remarkable success. The attending delegates are busy, in this very moment, squeezing their brains to find novel ways of “impressing” and “WOWing” their customers. What are your people doing?

We **GUARANTEE** that you will leave this workshop with the knowledge and tools to improve the value proposition of your organisation!

Dr. Carlo Scodanibbio and Ing. Joseph Micallef

Event Outline .

This event is a very interactive workshop, an open conference, and a continuous round-table debate, aiming at transmitting basic LEAN CUSTOMER CARE concepts and principles to attending managers in a practical, hands-on, result-oriented fashion. Effective ways of progressing rapidly from principles to implementation will be illustrated.

Delegates will be requested to present the main problems they are facing operationally in their present relationships with customers. The appropriate Lean Topic suited to face effectively those problems will then be illustrated. The main Lean Topics covered in this event are:

- Establishing and maintaining good client relationships by getting involved with your clients’ requirements
- How to manage the process of client care including complaints and positive feedback issues.

- Ensuring customers have a positive attitude towards you and your organisation - **Customer Experience**.
- Using sound customer care principles to stand head and shoulders above competition.
- Building a sound reputation for the assurance of both your customers and your staff - customers come second!
- **Lean Customer Care** - Core Approaches: Customer Satisfaction is no longer adequate: today you need to “impress” clients! The “Service Recovery Process” – or, transform a dissatisfied customer into an enthusiastic promoter of your organisation! **Empowerment** of Frontline Personnel is vital: no customer query, comment or complaint can any longer be “escalated”! How to transform customers into “powerful sneezers”, spreading (positive) promotional bacteria at 360 degrees, in a lean, viral marketing mode.
- **Lean Customer Care: a cultural revolution!**

Training Grants ranging between 60 and 80% may be made available to eligible enterprises through the Training Aid Framework (TAF) Scheme administered by the ETC. Deadline for Training Grants Application: 01 June 2012.

NB: the onus of enquiring about and applying for Training Grants rests vested with your Organisation.

Timings:

Registration will be at 08:00 hrs, with the Event beginning at 08:30 hrs. There will be a 15min break for refreshments in the morning and the afternoon (at approx. 10:15 hrs and 15:00 hrs respectively) and lunch will be served at 12:30 hrs. The session will conclude at about 17:00 hrs. All timings are approximate due to the interactive and intensive nature of this Workshop.



Ing Joseph Micallef, graduated in Electrical Engineering in 1992, and has been involved in the Manufacturing Industry since 1990. Joseph’s career spreads primarily in Malta, but he has been assigned several projects and training opportunities in various countries within Europe, the US and the Middle East.



Dr Carlo Scodanibbio is an internationally renowned Trainer, Speaker and Industrial Consultant with over 41 years of experience in Plant Engineering, Project Engineering, Project Management, Industrial Engineering and Operations Management. Carlo’s courses have been attended by well over 16,000 participants.

Who Should Attend This Prestigious Event:

For **High-Level Personnel** of **Private and Public Organisations** providing **general and hospitality services** (all Service Establishments - all Service Providers - Hospitality Industry Operators - etc., including services such as: health, telephony, insurance, financial, tourism, tour operator, car-hire, hoteliers, airport, catering, airline, shipping & forwarding, export/import, retailing, etc.). **(Malta & neighbouring Countries).**

The very small service/hospitality enterprise (up to 20 employees) will particularly benefit from participating in this course.

Workshop Date:
22 June 2012

Workshop Venue:
The Palace - Sliema - Malta

BASIC PRINCIPLES OF LEAN CUSTOMER CARE

for the Service and Hospitality Industries
The Palace - Sliema - Malta - 22 June 2012

Registration .

(Online Registration: <http://www.scodanibbio.com/malta2012/onlinereg/04.html>)

Event Fees, Discounts, Terms and Conditions

Fees, Discount Structure, Payment Terms (prices are per Delegate excluding VAT)

Please choose one Payment Option below

Deadline for Event Registration: 18 June 2012

● Regular Price	● Fast-Settlement Price	● Early-Bird Price
For full payment received by: 19 June 2012	For full payment received by: 08 June 2012	For full payment received by: 22 May 2012
1-5 Delegate/s: €220/ea	1-5 Delegate/s: €200/ea	1-5 Delegate/s: €180/ea
6+ Delegates: €200/ea	6+ Delegates: €180/ea	6+ Delegates: €160/ea

**Please complete and sign this Form, scan it and email it to
jmicallef@theiet.org or carlo@scodanibbio.com**

DELEGATE/S DETAILS (in BLOCK CAPITALS)

(more than 5 Delegates: please add separate schedule)

- 1 Delegate Name _____
Position _____
Email _____
- 2 Delegate Name _____
Position _____
Email _____
- 3 Delegate Name _____
Position _____
Email _____
- 4 Delegate Name _____
Position _____
Email _____
- 5 Delegate Name _____
Position _____
Email _____

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ORGANISATION DETAILS (BLOCK CAPITALS please)

Organisation _____
Nature of Business _____
Address _____
City _____ P/Code _____
Country _____
Phone _____ Fax _____
VAT Number _____

- We undertake to settle course fees by 22 May 2012 - or
 We undertake to settle course fees by 08 June 2012 - or
 We prefer to pay Regular Price & settle fees by 19 June 12

We are registering _____ Delegates @ € _____/each

Total amount (excl. VAT) € _____

Net amount to be invoiced (incl. VAT) € _____

AUTHORISING MANAGER

Name _____ Position _____

Date _____ Signature _____

(This Registration is invalid without a signature)

TERMS OF PAYMENT

Fees include: participation in the 1-day Event "Principles Of Lean Customer Care For The Service and Hospitality Industries" to be held at The Palace - Sliema - Malta on 22 June 2012 – Refreshments, Lunch, Event Notes and Documentation – **Certificate of Attendance**. Upon receipt of a duly completed and signed Registration Form, a **Confirmation Letter** and **Invoice** will be sent to you by the organisers. Payment of Event Fees is strictly **as per terms above** and is required according to the payment option chosen.

METHOD OF PAYMENT

Payments may be done by cheque or Bank Transfer in favour of Ing. Joseph Micallef, who acts as the official Event Organiser.

To arrange for payment after receiving **Confirmation Letter** and **Invoice** kindly contact Ing. Micallef directly on (+ 356) **9982 2244** or email jmicallef@theiet.org

CANCELLATION POLICY

All Cancellations of Registrations must be made in writing. Due to contractual obligations, a cancellation charge of 30% of the invoiced amount applies if the cancellation is received 15 days or less before Event starting date. However, a complete set of documentation will be sent to you. Substitutions are welcome at any time. Should the Event be cancelled by force-majeure or for any other reason, you will receive a full refund of the paid Event Fees.

<http://www.scodanibbio.com/malta2012/>

FURTHER EVENT INFORMATION: Dr. Carlo Scodanibbio – Email: carlo@scodanibbio.com
Ing. Joseph Micallef – Tel: (+356) 9982 2244 – Email: jmicallef@theiet.org