

OAVS INTENSIVE SESSION ISO 10002:2014 CERTIFICATION

CUSTOMER COMPLAINT MANAGEMENT

Error-proofing your current complaint processes and systems with ISO9001:2015 to gain certification.

Did you know that now that the International Standard on Complaints-handling has been formalised, your company MUST integrate the practice of complaints-handling into their ISO 9001 strategies and manuals? Accreditation assessors for your business WILL want to see evidence of your strategies and practice of the ISO 10002:2014 guidelines on Complaints-handling

Moderated by Jillian Mercer

- Moderated workshops for FIK International since 2003 in Dubai, Kuwait, Singapore, Kuala Lumpur, Shanghai, Bangkok, Manila, Jakarta, Mumbai and Brunei
- Highly energetic and sought after facilitator
- Subject Matter Expert on Customer Service, ISO10002 and ISO 9001
- Trained over 1000 managers in the past 14 years across 10 cities for FIK International
- Received excellent ratings both in content and presentation for moderating workshops for Corporate, Public sector, Healthcare and Higher Learning Institutions





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ABOUT YOUR WORKSHOP LEADER - JILLIAN MERCER

Jillian Mercer, a specialist management consultancy. She has over 25 years of experience in service performance management, customer focus, leadership and supply chain engineering in a variety of private, public and not-for-profit organisations across Australia, Asia and the Middle East. Jillian is considered an international expert on the International Standard on Complaintshandling, is one of five national site evaluators for the Australian Organisation for Quality's Gold Awards for Business Excellence and was a long-term panel judge for the Customer Service Awards of the Customer Service Council in Australia.

Specialist services of Service Transformation include:

- Total Service Review against the @Nine Rules of Service, benchmarking against International Standards, cross-industry best practice, amongst others.
- Customer Feedback Strategies using sophisticated and advanced methods for gathering actionable input from your customers and users, and measuring the indicators of satisfaction as service performance indicators ©.
- Skilful Complaints-handling using the ISO 10002:2014 International Standard, including independent review of both strategies and specific complaints matters; and,

 Service Process Improvement using our unique ©SPIs (Service Performance Indicators). We can assist you to build your
- business capacity with service process engineering; and imagineering; supply chain, and customer value-chain mapping; and, other complex systems- and process - interrogatory and analysis methods.

Past working life has included being the Manager of Quality Improvement at the major Women's and Children's teaching Hospitals in Perth, Australia where she oversaw the integration of the quality improvement and customer focus initiatives.

Jillian also worked with the Department of Premier and Cabinet, where she was architect of the whole-of-Government customer focus program, and conducted major reviews in the customer focus, supply chain, information management and public employment reform arenas.

She has also had extensive experience with stakeholder consultation and coordination in various government departments and has developed various complaints-handling systems integrating techniques such as Voice of the Customer (VoC). She has delivered programs for the Society of Consumer Affairs Professionals (SOCAP) who refer to her as a "leading authority on customer focus in Australasia"

Some of Jillian's unique projects include the second largest mining company in the World, BHP Billiton Exploration, where she used team-based process improvement techniques and advised on how to improve the process of allocating human and infrastructure resources to optimise drilling project timelines and success rates – with no wastage. As well, she has delivered an extensive contract to the University of Western Australia implementing the ISO 10002:2004 on complaints-handling; she also conducts Root Cause Analysis (RCA) programs for the Society of Consumer Professionals (Aust).

Jillian is Author of "May I Help You?" Great Customer Service for Small Business and Contributing Author to "Customer Service Excellence: How Organisations in Australia are Exceeding Customer Expectations". She is also owner of the major complaints registration web site, www.nocustomerservice.com. She is a past National President of the Australian Customer Service Association.

JILLIAN'S CUSTOMER LIST (PUBLIC SECTOR)

Air Freight Export Council of Western Australia Australia Day Council Bandyup Women's Prison Battye Library of Western Australian History Central College of TAFE (Technical and Further Education) Community Justices Services Division

Curtin University School of Business
Department for Community Development Department of Education and Training
Department of Premier and Cabinet, Office of the
Centenary of Federation

Disability Services Commission
Divisions of Ministry of Justice (including Aboriginal Policy and Services, Community-Based Services, HR and Metropolitan Prisons and Juvenile Custodial Services; Wheatbelt Regional Management; Family Court of

Western Australia; the Drug Court)

Fremantle Ports

Functional Review Implementation Team (FRIT)

Government Employees Superannuation Board (GESB) Government of the Philippines

Great Southern College of TAFE

Grove Local Government Library Services (Cottesloe,

Peppermint Grove, Mosman Park) Hakea Maximum Security Prison

Timing For All 4 Days Workshops:

08:00 AM Registration 08:30 AM Workshop commences Morning Refreshments (15 min) 10:00 AM 12:30 PM Networking Luncheon 01:50 PM Workshop Resumes 03:20 PM Afternoon Refreshment (15 min) 04:30 PM Workshop Ends

JILLIAN'S CUSTOMER LIST (PRIVATE SECTOR)

Alcoa Australia

BETTA Electrical Australia (electrical/household good retailers)

Brightwater Aged Care Group

Coca Cola Amatil

CPS Purchasing Services CSC Australia

David Evans Real Estate

Elders WA Ltd

EQUATE Petrochemical Company, Kuwait

Hollywood Senior Citizan's Village of the Salvation Army

iiNet (ISP

Institute of Arbitrators and Mediators (WA Chapter)

Real Estate Institute of WA (Eastern suburbs chapter)

Jesters, the Pie Factory (fast food)

New Horizons Holidays (travel wholesaler)

Schwarzkopf Australia

SNAP (printing)

Westnet (ISP)

Woodville Torrens Real Estate

WHO SHOULD ATTEND

- Complaints Department
- Quality Service
- Customer Service
- Policy and Procedures ■ Customer Service Index
- Front Line Service
- Key Performance Indicators
- Assessment Centres
- Public Affairs
- Corporate Communication
- Community Association
- Call Centres
- Customer/Public/Patient Care
- Public Complaints Investigation

Jillian Session in Progress in Kuala Lumpur (2016)

DELEGATES' FEEDBACK - VOICE OF THE CUSTOMER WORKSHOP MODERATED BY JILLIAN MERCER; MARCH, 2007 - DUBAI

"Jillian Mercer is a great speaker." Customer Service Manager, Bank of Kuwait And The Middle East

"Excellent" - Service Quality Manager, Dubai Islamic Bank

"This Course has been really an eye opener and will help me to set up our Service Quality Section. Looking forward to more similar courses in the future." - Service Quality, Bank Dhofar

"Thank you very much; very informative course." - Business Development, Department of Tourism

"Excellent." - Vice President, Investor Services, Emirates Bank

"Very Good." - Dubai World

Excellent" - Thanks, Jillian." - Branch Manager, Bank Dhofar

CUSTOMER FOCUS, MEET AND EXCEED CUSTOMER EXPECTATIONS -

(Quality Management Principles 1; ISO9001:2015)

DELEGATES' FEEDBACK - ISO10002:2014 CERTIFICATION; CUSTOMER COMPLAINT MANAGEMENT FEBRUARY, 2017 - KUALA LUMPUR

"Excellent." - Manager, Central Bank of Malaysia

"Jillian is an excellent moderator and she is very knowledgeable in this area." Consumer Affair, Manager, Malaysian Aviation Commission

"Very Good. Provided a suitable framework for which improvement could be made within our organisation." Service Quality Management, **Prudential BSN Takaful**

"Very Good" - Customer Relation Management, Malaysian Building Society

"Great presentation and useful information." - Complaint Resolution Manager, Hong Leong Bank

"Very Good." - Service Quality Management, KPJ Healthcare

"Excellent" - Manager, Corporate Communication, Malaysian Airport

"Very Good." - Customer Service, Unilever



UNDERSTANDING THE INTEGRATION ISSUES IN QMP1 - CUSTOMER FOCUS (ISO9001:2015).

We have designed this intensive agenda to assist you in implementing the requirements of Quality Management Principle 1 (QMP1), **CUSTOMER FOCUS** - Meet and exceed customer expectations in the newly revised standard.

This program provides a unique opportunity to build your knowledge and the capacity of your business in developing and implementing:

- ISO 10001, Quality management Customer satisfaction Guidelines for codes of conduct for organizations
- ISO 10002, Quality management *Customer satisfaction Guidelines for complaints handling in organizations*Building your knowledge and capacity for integrating these standards into your ISO 9001 efforts is the main aim of this program. This program will support your implementation and planning for ISO 9001:2015 (updated in 2015).

You now need to be working on integrating other standards into your ISO 9001 implementation efforts to achieve accreditation.

In this program you will:

- Receive a viable and useable Customer code, with specific performance indicators to use in your service efforts; and to demonstrate compliance to your auditors.
- Develop simple and understandable data sets to measure effectiveness of your complaints process and policy to use for enhancing customer focus; and, for internal decision-making on improving service and products.
- Understand why complaints are an indicator of non-conformities in your products and services.
- Learn clear methods forusing complaints to gather data on non-conformities.

WHAT WE WILL COVER IN THE PROGRAM

DAY 1: ISO 9001 and how other standards covering "customer satisfaction" fit in.

DAY 2: Developing and implementing a "customer code" for the requirement of ISO 10002;

DAY 3: Complaints-handling in Organisations, ISO 10002: 2014; and

DAY 4: Integrating data requirements for customer code, and complaints-handling.

cellent Good Average Poor Very Poor

Poor Customer Complaint handling is the main reason for Customer dissatisfaction.

- 1. UPDATE: The new ISO 10002:2014 Complaints-handling standard (previously a management *guideline*); and,
- 2. Integration of ISO 10002:2014 and ISO 10001:2014 with ISO 9001:2015
- 3. Requirements for accreditation of your complaints-handling processes and practice.

Did you know that now that the revised International Standard on Complaints-handling has been formalised, your company must integrate the practice of complaints-handling into their ISO 9001 strategies and manuals?

Accreditation assessors for your business <u>will</u> want to see evidence of your strategies and practice of the ISO 10002, Customer Code, and ISO 10002:2014 on Complaints-handling.

Although fundamental principles are the same as for 10002:2004, the newly updated Complaints-Handling standard is designed to facilitate organisations in the business sector in enhancing their operations to better deliver services to their customers. This includes the requirement to develop and implement a customer code to comply with ISO 10001:2014

The standard is particularly helpful for complex organisations and those already accredited to ISO 9001.

The handling of complaints through a process as described in the **International Standard update 10002:2014** can enhance customer satisfaction (Quality Management Principle #1). Encouraging customer feedback, including complaints if customers are not satisfied, offer opportunities to maintain or enhance customer loyalty and approval, and improve domestic and international competitiveness.

This program will assist you to implement the process described in this International Standard and will provide specific ways and ideas:

- "To provide a complainant with access to an open and responsive complaints-handling process in your organisation,
- About the key elements of a responsive complaints-handling system
- To enhance the ability of your organisation to resolve complaints in a consistent, systematic, and responsive manner, to the satisfaction of the complainant
- About ways to find out and measure if the complainant is happy with the resolution of their complaint.
- To enhance the ability of your agency to identify trends and eliminate causes of complaints, and improve your business operations,
- To practice some simple, easy, root cause analysis techniques to achieve this.
- To help your business create a customer-focused approach to resolving complaints, and encourage personnel to improve their skills in working with customers; and,
- To explore a highly effective customer focus code with the 9 Rules of Service and the 54 Service Performance Indicators.
- To provide a basis for continual review and analysis of the complaints-handling process, the resolution of complaints, and process improvements made; and,
- About how you can measure your progress in a statistically valid and easy way."

INTERNATIONAL STANDARD, ISO 10002, Second edition, 2014-07-15

WHAT TO EXPECT FROM THIS PROGRAM?

Your organisation will benefit from you attending this program so that you can effectively implementISO 10002: 2014, and ISO 10002:2014 as part of your accreditation work for ISO 9001:2015. Jillian Mercer's great skill is in deconstructing complex concepts and delivering them in simple and easy-to-understand knowledge modules. You will benefit from the content of this program.

At the end of the program you will know what you need to do and how to go about achieving successful implementation.

During these four days, you will be:

- Exploring and building your knowledge about the updated International standard 9001:2015;
- Exploring the connectedness between the new ISO9001:2015 (Quality Management Systemand the ISO 10002: 2014), and, ISO 10001:2014
- Examining how to adopt a service-focused approach to handle complaints;
- Learning about specific ideas for improving efficiency using data from complaints;
- Building your knowledge about how to use continuous improvement of processes to reduce complaints; and,
- Working with your knowledge about the whole of your business about how to develop and implement transparent systems for enhancing your customer focus and for skilfully managing complaints.

A high energy program is guaranteed. This program is exciting and challenging.

Skilful application of a customer code and the International Standard on Complaints-Handling and integration into ISO 9001 efforts and achievements can guide us on building a business case for continuous improvement projects in our business. A good complaints function gives your business the data and insight needed to improve business performance - but only if they are used to make improvements happen.

This four day program will provide comprehensive and thorough understandings of the complexities and great benefits to be derived from skilful implementation and practice of ISO 10001:2014, the updated ISO 10002:2014 and their relationship with ISO 9001:2015.

This program will cover the specifics of the standards; and the requirement for good data collection, analysis and use for improvement, prevention, and recurrence of problems.

DAY 1 - UPDATING ISO 9001:2015 AND QUALITY MANAGEMENT PRINCIPLES

ISO 9001 and how other standards covering "customer satisfaction" fit in.

The International Standard provides us with an excellent strategic model for guiding our policy and practice in a total approach to customer focus and complaints management so that you can demonstrate compliance and organisational competency in QMP1 Customer focus. This session explores the parent standard and how it refers to aspects of customer focus which can be applied in your business practice.

Understanding the context of ISO 9001

- History of Development of International Standards
- The seven overarching Quality Management Principles (QMPs) of ISO 9001 (Customer Focus, Leadership, Engagement of People, Process Approach, Improvement, Evidence-based Decision—Making, Relationship Management);
- The ten top level Clauses of ISO 9001 (especially Clauses #6 *Planning* which includes risk management; #9 *Performance Evaluation*; and, #10, *Improvement*);
- The updated ISO Standard and the references to Customer focus and complaints-handling

Customer-facing businesses - how do they do it?

- The internal supply chain.
- Using actionable input from your customers to find out how to centre your business efforts for them.
- Understanding the processes in your business and how they must contribute to customer-centricity.

DAY 2 - DEVELOPING AND IMPLEMENTING A CUSTOMER FOCUS CODE for ISO 9001

Meeting the primary and most important of the Quality Management Principles (QMP #1) of ISO 9001, to be **customer-focussed**. We will explore Service Performance Indicators as a means to achieving this principle.

The Big Takeaway from this day will be a library of service performance indicators you can use immediately to meet the requirements for your Customer Code as outlined in ISO 10001:2014.

CUSTOMER FOCUS according to QMP #1 of the standard: using a customer code to meet and exceed customer expectations.

How do you do this?

- Explore a highly effective and easily understood Customer Focus code with the 9 Rules of Service and the 54 Service Performance Indicators;
- Three key questions to ask your customers on how to improve your service to them.
- Identifying the fundamentals of service (the ©Nine Rules of Good Customer Service and SPIs).
- Conduct a mini-audit to assess how customer-focussed your business is.
- Understand how robust the SPIs are. And, that they are measurable, observable and trainable and reportable.

GROUP EXERCISE: Developing your action plan for changing the way your company operates to become more customer-centric

Setting the context: Service Performance Indicators as a base for a Customer Code

- Establishing definitions (customer-centric, service performance indicators, the service transaction, customer, complaints).
- The difference between service transaction performance indicators and business practice indicators?
- Understanding why "service performance indicators" (SPIs) are critical to developing customer-centricity.
- How SPIs can provide the data and evidence businesses need to drive process and service improvement.
- Customer-centric communication using the voice of your customers to build business success.
- Understanding how customers form expectations of our business, and products and services.
- Using customer expectation of the Service Transaction to drive our business.

DAY 3 - DEVELOPING AND IMPLEMENTING A ROBUST COMPLAINTS-HANDLING SYSTEM for ISO 9001

Effective Complaints Handling is a recognised risk management strategy - and this is one of the main reasons it is included as an International Standard. We need to respond to and resolve the issues in complaints in a manner that is acceptable to the service user/customer.

- How QMP#6 (Planning) covers risk management.
- How you can use ISO 10002:2014 (Complaints-handling) to guide improvement of practices in your business.
- How the ISO 10002 on complaints-handling can guide you to achieve World-class complaint management processes.
- Guiding Principles of the International Standard on Complaints-handling, including:
 - 1. Day-to-day operation of your complaint-handling policies and processes.
 - 2. Maintenance of the system.
 - 3. The need for Information (data as per QMP #6, Planning).
 - 4. The need for a problem-solving approach (QMP #10 Improvement).

Managing Complaints from customers - common practice vs ISO10002: 2014

- The principles and operational requirements of an effective ISO 10002 complaint management system
- Identifying types of issues from complaints- a framework for identification
- Skilful management of complaints identifying continuous faults
- Unintended escalation of issues a business sector fault line
- A framework for managing the service aspects of complaints from the customers.
- Using of data for prevention efforts and correction of problems.
- Being unconsciously customer-hostile in our business how to identify and correct.

Reaching for resolution - measuring if the complainant is happy with the resolution of their complaint.

- Four models of conflict understanding dysfunctional vs functional handling of complaints.
- Seven simple questions to ask the answers to which will help you comply with the ISO requirement for your complaintshandling processes to be effective and efficient.

EXERCISE - Develop your seven questions to ask complainants to establish if your current complaints handling is "doing it **right**, and **promptly** enough"?

THE NEED FOR A PROBLEM-SOLVING APPROACH in COMPLAINTS-HANDLING

This is a Speed-learning session to develop your problem-solving capacity: It's simple!

How you can enhance the ability of your business to identify trends and eliminate causes of complaints, and improve your business operations using information and data from complaints.

Techniques for RCA

- The four key steps for RCA (data collection, causal factor charting, root cause identification,
- recommendations for implementing change to prevent recurrence of problems);
- The seven techniques of analysing root causes to problems.
- Three simple techniques to use at your business immediately on return.
- DEMONSTRATIONS (using actual examples)
 - 1. Ask "Why?" five times.
 - 2. Tree diagram
 - 3. Brainstorming technique (the real rules)
 - 4. Nominal Voting for decision making

EXERCISE: Introduction to some simple, easy, root cause analysis techniques to achieve this.

DAY 4 - QMP 6 EVIDENCE-BASED DECISION-MAKING USING DATA FROM COMPLAINTS

In this final day, you will learn how to gather and use data from a range of customer surveys and complaints to drive business change to customer-centricity.

- Inexpensive, low tech ways to hear from your customers what they want to tell you and what you need to know (including complaints data).
- Learning about meaningful "actionable input" data from complaints.
- Building your competence and confidence in leading your business in complaints-data gathering and use.

Gaining Actionable Input from Customers - what is it?

- Understanding why "satisfaction" surveys prevent us hearing the voice of our customer, and do not provide the data and evidence businesses need to drive process and service improvement.
- Using feedback data from surveys and complaints to leverage continuous improvement of business and service processes.
- How to tell the difference between "feel-good feedback" and actionable input from your customers.
- How do service transaction performance indicators differ from business practice indicators?
- Why your business needs to know about what customers really think about your business.
- Inexpensive, low tech ways to hear from your customers what they want to tell you and what you need to know (including complaints data).
- Three key questions to ask your customers on how to improve your service to them.
- A framework for getting actionable input from your customers and to avoid just getting "feel-good feedback".
- Why we need to survey the generic elements and key indicators of good customer service rather than the generic "satisfaction". **EXERCISE:** Assessing sample surveys and your company's customer surveys against the indicators of good service.

COMPLAINTS DATA

- The imperatives to collect and harvest <u>useable data</u> from complaints.
- The <u>risk management context</u> of having competent complaints data capacity in your business.
- How to <u>build the capacity</u> of your complaints data-gathering efforts.











Dubai

Singapore





Feedback from delegates attended Public Service Excellence workshop in Kuala Lumpur (July, 2007) moderated by Jillian Mercer

"Excellent! The best course I ever attended." - Ministry of Education

"Very Good!" - MINDEF

"Is was a very informative session and I hope to attend other sessions in future." Prison Training College

"All Welfare Officers should attend this workshop because we are dealing with human being." Welfare Department

"Overall, interesting and helpful." - Ministry of Education

"Keep it Up!" Ministry of Federal Territories

"This seminar was professionally and effectively presented which surely would be very beneficial to participants who are new to this subject." - PDRM

"This is truly an eye-opener." - Ministry of Education

What delegates from major cities in Asia have to say about Jillian's workshop

"An encounter with mastery commitment in facilitation through mind, body and soul for transferring knowledge/learning. A must learning for any professional organization. An encounter I will always look towards to at the first available opportunity." General Manager, Bharat Petroleum Corp Ltd, Mumbai

"Useful course to instill the right mindset and to create better understanding of excellent complaint handling system. Complaints are oppurtunity for improvement!"

Manager, Ministry of Community Development, Youth and Sports, **Singapore**

> "Thank you very much Jillian. Very informative course." **Business Development Executives, Tourism Department, Dubai**

"Jillian's workshop was very refreshing and interesting. Well done Jillian!"

Deputy Registrar, High Court Malaysia

"An interactive workshop which I found very useful after a long time, as I can easily relate to a lot of the content and will be using it at my workplace to improve and enhance customer service."

Head Quality, ICICI Bank, Mumbai

"Very good workshop; Very interactive & eye opening; helps to structure the organizational set up in complaint Management." National Customer Relations Manager, Hyundai

REGISTRATION CONTRACT

Please complete this form immediately and fax it back to (603) 9281 1176

A. Delegate's details
1. Name :
Position :
Email:
2. Name :
Position :
Email :
3. Name :
Position :
Email :
4. Name :
Position:
Email:
5. Name :
Position:
Email:
B. Organisation :
Address :
Town :
State : Postcode :
Nature of Business :
Tel: Fax:
C. The Invoice should be directed to Mr/Ms (Dept):
Name:
Dept:
Tel:
Email:
D. Authorising Manager's details
Name :
Position :
Tel:Fax:
Signature :
Date :
This booking is invalid without a signature

REGISTER NOW

Contact Vanan or Nadie FIK Research Centre Sdn Bhd 23-1, Jalan 2/76C, Desa Pandan, 55100 Kuala Lumpur, MALAYSIA

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ISO10002:2014 **CERTIFICATION**

CUSTOMER COMPLAINT HANDLING

1st (Mon) to 4th (Thu) May, 2017 Crowne Plaza Dubai, UAE

4-Day Fee Per Delegate

(booked before 16th April, 2017)
US\$2690 per delegate
(booked after 16th April, 2017)
(
US\$1990
per delegate for group registration of 3 and abo

METHOD OF PAYMENT:

Payment is required within 5 working days from the invoice date.

1) Cheque: Made payable to

FIK Research Centre Sdn Bhd

2) Bank Maybank, Desa Pandan Branch,

Kuala Lumpur

Account Number : 514543136325

(Quoting your Company Name and our invoice no as reference)

CANCELLATIONS & SUBSTITUTIONS: All cancellations of registration must be made in writing. If cancellation is received before 16th April, 2017 you will be entitled to a 50% refund. Regrettably, no refund will be made for cancellation after 16th April, 2017. However, a complete set of documentation will be sent to you. Substitutions are welcomed at anytime.

NOTE: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participants of the change. FIK International should not be held liable for any costs arising from this change without prejudice.

HOTEL ACCOMMODATION: Accommodation is not included in the workshop fees. To reserve accommodation at the workshop venue, please contact Pushphapanjali, Sales Executive, Crowne Plaza (9714) 6088006 and inform that you are attending a FIK International event



Singapore Mumbai Shanghai Hong Kong Jakarta Bangkok Manila Kuala Lumpur