

This seminar is essential for all organizations defining, reviewing or implementing their customer service delivery strategies and processes or considering setting up a new call centre or contact centre or seeking to increase the efficiency and the effectiveness of their existing call centre

**Increase Customer Satisfaction • Increase Efficiencies
Optimise Investments • Drive Down the Cost of Service • Reduce Risk
Increase Revenues • Reduce Staff Turnover • Become 'World Class'**

This seminar has been designed to give your company or organisation the knowledge and the skills to turn your existing call centre or contact centre into a truly 'World Class' operation or how to design and build a new, effective and efficient contact centre

Throughout the world call centres, contact centres and customer service centres have rapidly become the customers' preferred means of interacting with suppliers or service providers. Forward-thinking companies, service-orientated organisations, utilities and local and national governments have been quick to realise that a well-planned and implemented Customer Relationship Management (CRM) programme supported by a customer service centre, call centre or contact centre will meet the clear demands of customers. In addition, these centres will also dramatically reduce operational costs, increase efficiencies, increase revenues and create a true centre of excellence for the organisation's Customer Service strategies.



WHAT DELEGATES WILL LEARN

The format of this seminar is a high-energy, interactive session that involves delegates and their specific operational issues and challenges. The sharing of non-competitive ideas, techniques and knowledge amongst delegates is encouraged in this energetic, facilitated environment.

PEOPLE • PROCESSES • TECHNOLOGIES

- Understanding Customer Service
- How to develop your Customer Service Strategy
- The Principles of CRM and Customer Retention
- Customer Experience Management concepts
- Optimising existing call centres
- Operational Dynamics
- Designing Call Centre Organisational Structures
- Defining Roles & Responsibilities
- Staffing Essentials
- Job Descriptions
- How to Design & Refine Business Processes
- Defining and Implementing Quality Management
- Understanding all of the key technologies & how and when to use them. Best Practice Guidelines
- Establishing Baselines & Benchmarks
- Call Centre Assessment and Auditing. How to ..
- Call Centre and BPO Standards: how to implement
- Fundamentals of Quality Assurance
- Workforce Management Techniques
- Performance Management
- Budgeting & Finance
- Procurement Processes
- Outsourcing Options
- Hosted Technologies

WHO SHOULD ATTEND THIS SEMINAR ?

Those who will derive immense benefit from this seminar include the following:

- Call Centre and Contact Centre Managers
- Senior Supervisors (Being groomed for contact centre management)
- Customer Service Managers
- Marketing Managers
- General Managers
- Human Resource Managers
- Senior Trainers
- Information Officers
- Financial Managers
- Procurement Managers
- IT/ICT Managers
- Contact Centre Project team members
- Project Teams involved with planning or implementing customer service or call centres

SENIOR EXECUTIVE FOCUS FORUM SEMINARS

Senior executives in strategic or operational roles are advised to participate in the Rod Jones CRM and Contact Centre Thought Leadership Focus Forum seminars. These small (maximum 12 delegates) half-day executive workshops focus on the strategic aspects of larger, well-established and more sophisticated contact centre operations. eMail for more information and dates and locations. rod@rodjones.co.za



To date over 2,200 delegates in eight countries have attended the Rod Jones MasterClass seminar.

THIS SEMINAR WILL BENEFIT THE ENTIRE ORGANISATION

Most successful organisations have recognised that in order to achieve sustainable success it is vital that they become totally 'Customer Focused' and simultaneously that they address and rectify the basic loss drivers.

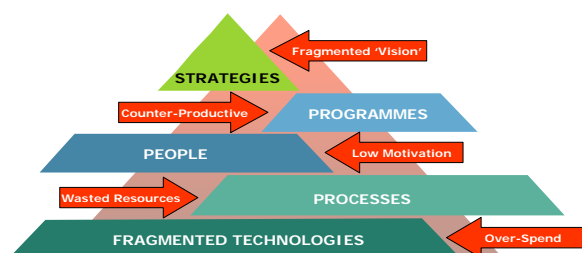
The development of an enterprise-wide Customer Relationship Management (CRM) programme and Customer Experience Management (CexM) and a new or re-developed or optimised customer service centre, call centre or contact centre will require the endorsement and support of the highest level of executive management. The same applies to the re-development or restructuring or expanding of an existing call centre or contact centre.

Only when the organisation's Strategies, Programmes (e.g. Marketing), People, Business Processes and Enabling Technologies are aligned to one another can the following Key Strategic Initiatives be achieved:

- Reduce or contain costs
- Increase Revenues or Profitability
- Increase Operational Efficiencies
- Increase Measurable Customer Satisfaction

Delegates attending this seminar will learn how to apply and to share their new knowledge to the benefit of the entire organisation.

THE FAILING CONTACT CENTRE



THE SUCCESSFUL CONTACT CENTRE



BUILDING AND OPERATING A WORLD CLASS CONTACT CENTRE NEEDS SKILLS

An effective, efficient contact centre needs the experience, skills and the 'passion' of a diverse group of dedicated professionals. It needs constructive, creative thinking and the ability to work together as a team to discover synergies; to develop a unique contact centre 'culture' and a hybrid management style. Re-structuring an existing call centre or establishing a new call centre can be expensive. It will require the organisation to commit resources in the form of manpower, infrastructure, technologies and capital. **Mistakes cannot be tolerated.**

To achieve success it is vital that every member of the project team knows and understands the fundamentals of your organisation's Customer Service Strategies, Customer Relationship Management (CRM) vision, Contact Centre Technologies and the Operational Dynamics and Management issues as well as an in-depth knowledge and understanding of the unique human resource requirements of a multifunctional contact centre. This seminar has been compiled with these critical factors in mind.

READ WHAT PREVIOUS SEMINAR DELEGATES HAVE TO SAY

The Rod Jones CRM and Contact Centre MasterClass is a **must attend** for all serious Contact Centre professionals. Rod has the ability to translate complex Contact Centre concepts into information that is easy to understand and apply. The seminar was fun and interactive, loaded with "A-ha" moments."
Hennau Wentzel – Managing Director, Direct Channel Academy

I found the seminar very informative which has assisted me to re-look at some of the business processes/system and become a lot more client centric. *Charmain Naidoo - Medscheme*

"Rod is an excellent facilitator. Fully knowledgeable with a real passion for the industry. He makes the session quite interesting through relevant eg's jokes which keeps the audience involved. This is an excellent networking opportunity where one can benchmark & get an insight into what is happening in other contact centre environments." *Theresa Vika - Telkom SA*

"Excellent seminar, if any organisation wants to deliver a world class contact centre this is a must attend seminar, powerful and informative speaker. Thumbs up Rod Jones"
Lillian Muli – Kenya Post Office Savings Bank.

"Contents of seminar is excellent and covers important aspects to manage a contact centre."
Kumesh Pillai—Medscheme

"Even if you are a seasoned Contact Centre Professional, this Master Class will give you pointers on how to up your game in your organisation. The shared knowledge and techniques is invaluable."
Naseema Moorgas - Eskom

"I have been in a call centre environment for approximately 4 years, and the insight I received with regards to the industry in this 2 day seminar was exceptional and far more beneficial to me. A definite great result."
Raziya Moosa - Nedbank NCC Contact Centre

"The MasterClass will also be essential for someone who wants to set up a call centre and what to look out for."
Thandiwe Makhoba— Nedbank

"This was an amazing information session. Information was clear, insightful and very educational. Thank you!"
Precious Scott—Emmanuel

MORE ABOUT THIS POWERFUL MANAGEMENT DEVELOPMENT SEMINAR

- The seminar has been developed by Rod Jones over a six year period and is based on over 25 years of international call centre and customer service experience.
- The seminar is delivered in an interactive, knowledge-sharing, 'Seminar and Lecture Style'.
- The seminar involves considerable interaction between delegates together with the sharing of non-confidential experiences and knowledge.
- Throughout the seminar delegates are provided with hints, tips, checklists and additional reading and reference materials.
- The seminar has been specifically developed to also provide knowledge and information to executives and managers in developing regions.
- The programme encourages on-going learning and self-development of core skills.

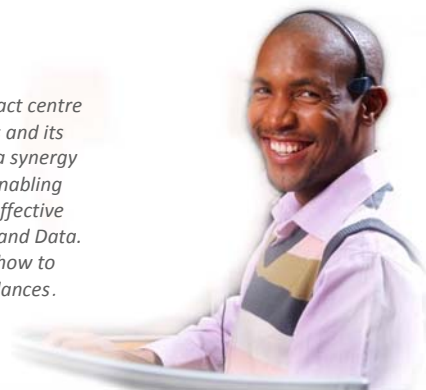
POWERFUL LEARNING MODULES

Your seminar facilitator, Internationally recognised as a Thought Leader and subject matter expert Rod Jones will take delegates through a series of structured and powerful learning modules. Each module forms a vital element of the knowledge that will be required to firmly establish a new contact centre or to re-engineer or refurbish or expand an existing call centre or contact centre. These modules include the following:

- Customer Service Business Strategies
- The features, benefits and advantages of a World Class call centre or contact centre
- Customer Relationship Management. What is it? How does the contact centre support CRM?
- Understanding Customer Experience Management (CEM). How to measure it and how to manage it.
- Understanding the operational dynamics of a contact centre
- The Human aspect of contact centres
- Contact centre technologies: What's available and how to correctly use technologies. Best Practice Guidelines
- Fundamentals of Business Process design and mapping
- Baselines and Benchmarking
- Call Centre operational Standards and 'Best Practice'
- An introduction to Quality Assurance
- Budgeting and Forecasting
- Procurement Processes



A modern customer contact centre achieves its efficiencies and its overall success through a synergy of People, Processes, Enabling Technologies and the effective utilisation of Knowledge and Data. This seminar teaches how to achieve the critical balances.



LEARN HOW TO BENCHMARK YOUR CONTACT CENTRE

To be a true 'World Class' contact centre the operation MUST apply extensive operating and 'Best Practice' standards and baselines and it must frequently be benchmarked against similar contact centre. This seminar will teach delegates exactly how to assess and self-audit your call centre, contact centre or customer services centre and how to apply International and regional operating standards.

- Establishing the correct KPIs for your contact centre
- What to measure
- How to Assess and Audit your contact centre
- Regional and International contact centre benchmarking
- Assessment, Auditing and Benchmarking tools & how to use them

"I found the seminar to be extremely insightful and very well presented. I definitely absorbed a great deal of very useful information that I will definitely take back to the workplace."

Bashantha Sannasy—iChoices

"Even if you are a seasoned Contact Centre Professional, this Master Class will give you pointers on how to up your game in your organisation. The shared knowledge and techniques is invaluable."

Naseema Moorgas—Eskom

"This seminar is excellent. I gained valuable knowledge. Rod is passionate about call centres and this is evident in the manner he presents."

Thembsa Tyam—Standard Bank

"Thorough—from start to finish. Gave me a great overview into contact centres. Would highly recommend the Rod Jones MasterClass! Thank you!"

Yvette Zulch—Emmanuels

VISIONARY COMPANIES

The following are some of the visionary companies that have sent delegates on this seminar to acquire the knowledge with which to make sound decisions regarding their customer service strategies and the future of their World Class call centres.

- AAR Health Services Group
- ABI
- ABSA Bank -South Africa
- Access Kenya Group
- AIG Insurance -South Africa
- Avis
- Bank of Tanzania
- Banque Rwandaise de Developpement
- Barclays Bank Kenya
- Botswana Police Service
- Botswana Housing Corporation
- Bushnet Uganda
- Business Communication Solutions – Rwanda
- Business Machines Tanzania Ltd
- Celtel
- Cell-C South Africa
- CFC Bank
- Co-operative Bank of Kenya
- City of Cape Town
- City of Johannesburg
- Data Fundi Uganda Ltd
- DFCU Bank
- DHL Express Kenya
- DHL Uganda
- Dimension Data -South Africa
- East Africa Promotion Ltd
- Ellerrine Holdings
- Emmanuels
- ESKOM
- First National Bank
- General Motors East Africa Ltd
- I&M Bank
- iChoices
- Infocom Ltd
- Kenya Airways
- Kenya Commercial Bank
- Kenya Data Networks Ltd
- Kenya Post Office Savings Bank
- Kenya Power & Lighting Co. Ltd
- Kenya Revenue Authority
- Liberty Life SA
- Liquid Capital Group
- Local Enterprise Authority - Botswana
- Malawi Revenue Authority
- Mascom—Botswana
- Mbagu Enterprises Ltd
- MFI Office Solutions - Tanzania
- Medcredit
- Medscheme
- Merchants
- MultiChoice-South Africa
- MTN Rwandacell
- MTN Uganda
- MTN South Africa
- Nairobi Bottlers Ld
- National Social Security Fund - Kenya
- Nedbank—South Africa
- Netcare 911
- New UPD
- NSSF Uganda
- Old Mutual
- Oseg Group– Botswana
- Orange– Botswana
- Paynet (K) Ltd
- Postal Corporation of Kenya
- Power Comuters - Tanzania
- Phumelela Gaming & Leisure
- Rand Water
- Roto Moulders
- Safaricom Ltd
- SA Homeloans
- SA Post Office
- Satcom Networks Africa Ltd
- Simbanet Com Ltd
- Siemens
- Stanbic Bank - Uganda/Kenya/Tanzania
- Standard Chartered Bank - Uganda
- Standard Chartered Bank Tanzania
- Stanlib
- Strategis Insurance - Tanzania
- Stellenbosch University
- Swift Global Kenya Ltd
- Tanzania Revenue Authority
- Telkom Kenya
- Telkom South Africa
- Teljoy
- Tigo Tanzania
- Total Oil – Kenya
- Uganda Revenue Authority
- Uganda Telecom Ltd
- UGU District Municipality
- University of Botswana
- UMEME - Uganda
- University of Dar Es Salaam
- University of Botswana
- Vodacom Tanzania Ltd
- Vodacom South Africa
- Wesbank
- Water Utilities Corporation - Botswana



World Class Centres -The Strategic Issues. Nairobi -March 2007

WHAT DELEGATES ARE SAYING ..

“This is a 'must do' training for all organizations hoping to set up call centres.”

Richard Daniel - Uganda Revenue Authority.

“Rod, you are truly a remarkable teacher. Unlike other courses, I was captivated and stayed focused all the time. Thank you.

Cathy van Rooyen -New UPD.

“I really loved the course! A lot of things are starting to make sense and I cant wait to implement some of the stuff that I have learned from you

Liza de Koning -Medikredit

“I found the Rod Jones ‘World Class Contact Centres’ seminar to be extremely useful. The seminar helped me to graduate our perspective from just creating a good customer experience into managing each interaction professionally to cement relationships with our customers. Rod’s seminar is well researched and it focuses on current contact centre and CRM challenges whilst offering practical solutions, real skills and actionable insights. Rod Jones has immense wealth of knowledge in the evolution of customer service and this gives him the right vision of forecasting future trends.”

Pauline Warui: Executive Head of Customer Care. Safaricom, Kenya

“The seminar has been a great eye-opener on the tremendous organisational efficiency that can be achieved through a modern call centre.”

Mary Mwongela: Kenya Power & Lighting Ltd

“Excellent! This seminar should be attended by every call centre professional in the country.”

Rocky Chirkoot—Skye Group

“I have been in a call centre environment for approximately 4 years, and the insight I received with regards to the industry in this 2 day seminar was exceptional and far more beneficial to me. A definite great result.”

Raziya Moosa—Nedbank NCC Contact Centre

THE SEMINAR PRESENTER & FACILITATOR



This powerful seminar has been developed and is presented by Rod Jones, an internationally respected contact centre expert and veteran with over 35 years of practical experience in the Direct Marketing, CRM, Customer Services and Call Centre industries. Rod has served on the boards of numerous professional bodies including The Direct Marketing Association of SA (DMA) and the former Call Centre Networking Group (CCNG). Rod has acted on behalf of the South African national contact centre and BPO body, BPeSA as the overseeing judge in the 2005 and 2006 annual Contact Centre Awards. He is also a judge for the 2007 BPeSA National Contact Centre Awards.

In 2006 Rod chaired a BPeSA sub-committee that played a part in developing the SABS South African National Contact Centre Standards.

An accomplished public speaker, Rod regularly presents papers, seminars and workshops and corporate training on various aspects of strategic marketing, call centres, contact centres and customer relationship management. Rod is well known for his hugely energetic and humorous presentation style.

As a widely recognised specialist consultant Rod provides an extensive range of professional services concentrating on the strategic and planning issues of Customer Management, Call Centres and telephony and marketing. His clients include a number of blue-chip South African companies and parastatal bodies as well as organisations in Botswana, Kenya, Namibia, Uganda and the UK. The Rod Jones MasterClass seminar has been attended by over 2,200 delegates in 8 countries.



Africa's Leading Contact Centre Industry Specialist

Consulting • Business Intelligence • Management Training & Mentoring • Specialised Events

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@Rod_Jones_SA

SEMINAR BOOKING FORM

Schedule dates and booking form version 1 February 2012

Please fax this completed registration form to +27 (0)86-645-7472 or scan the completed form and email to rod@rodjones.co.za

Event: Rod Jones CRM and Contact Centres MasterClass Seminar		Registration Fee per Delegate: (South Africa) R4,250 incl	
Locations & Dates for Q1/Q2 2012 JOHANNESBURG <input type="checkbox"/> 27th & 28th Feb <input type="checkbox"/> 17th & 18th April <input type="checkbox"/> 27th & 28th June CAPE TOWN <input type="checkbox"/> 6th & 7th March <input type="checkbox"/> 6th & 7th June DURBAN <input type="checkbox"/> 9th & 10th May WINDHOEK <input type="checkbox"/> 16th & 17th May NAIROBI <input type="checkbox"/> 11th & 12th April		Tick required seminar <input checked="" type="checkbox"/> Venues: Seminar venues are all high quality and conveniently located. Details will be provided on application. Additional seminars may take place on other dates. Watch my website and subscribe to my newsletter.	
HARARE <input type="checkbox"/> 19th & 20th March KAMPALA <input type="checkbox"/> 29th to 30th May DATES SUBJECT TO CHANGE CHECK WEBSITE FOR UPDATES		The delegate registration fee includes refreshments on arrival and at tea and coffee breaks as well as lunch. No pork or pork products are served. We make provision for vegetarian meals. Certified, externally sourced Vegetarian, Kosher and Halaal meals can be provided for a surcharge to be individually quoted. The registration fee also includes comprehensive seminar material. Excluded from the registration fee are all delegates' accommodation, personal expenses and transportation costs. eMail for complete details and fees for seminars in Namibia, Kenya, Uganda and other countries.	

Company Name:		Post Code:	
Postal Address:		VAT Number (SA only):	
Telephone Number: International () Area () Number		CMG members qualify for a 10% discount 	

PLEASE NOTE: To ensure accuracy of spelling on name badges and certificates and all other event and follow up documentation, please complete this form in **NEAT BLOCK LETTERS**

DELEGATE INFORMATION

Name	Surname	Special Diet/Needs* <small>Surcharge for certified Vegetarian, Kosher or Halaal meals. SQ</small>	Job Function or Designation	Cellphone Number	Email Address

AUTHORISATION for PAYMENT

TERMS and CONDITIONS

I, the undersigned hereby authorize the above delegate/s registration. I confirm that I understand the Terms and Conditions and that I am authorised on behalf of my organization to sign this booking. **BLOCK LETTERS PLEASE**

Name:	
Designation:	
Contact Cellphone:	
eMail Address:	
Signature:	Date:

On receipt of this booking form and within 30 days prior to the seminar we will email an invoice. Our terms are payment to be received by us within 5 business days of invoice. Payment to be received prior to the seminar. Late payment will accrue penalties at 15% p/a. If for any reason a delegate is unable to attend after payment has been received an alternative or substitute delegate may attend. Cancellations must be in writing, and if received by us in writing seven days before the event, a 50% refund will be made. Cancellations made within seven days of the event will not qualify for any refund or credit.

SPECIAL 'PROCUREMENT CONDITIONS'

Are any special 'Procurement Conditions' required e.g. registration as an Approved Vendor / Supplier? Yes No
 If YES please specify and provide complete details, forms etc.

Please send the invoice marked for my attention.

FOR MORE INFORMATION

For more information about these events or about our comprehensive range of call centre and customer service training courses that we offer or about our consulting and management coaching and mentoring services, please visit our website at: www.rodjones.co.za or call: Rod Jones on +27 (0)82-568-9976 or email: rod@rodjones.co.za