

Redefining Customer Experience

A Winning formula to Sustainable Competitive Advantage



“ Deliver a
**Signature Customer
Experience** that would
create a powerful brand,
by design.”



It is **not** just about your excellent products, processes or people that your organization has. It is about delivering a consistent and sustainable customer experience. More importantly, it is about delivering a **Signature Customer Experience** that would result in creating a powerful and a **DIFFERENTIATED BRAND** for the organization.

For years, companies have been channeling their resources into improving their customer relationship, but in a rather piece-meal approach. What matters is the ability to deliver a signature customer experience that encapsulates the unique “ingredients” of an excellent product, process or services. However, a signature customer experience will not happen by chance. The organization must deliberately design its own “**Customer Experience DNAs**”.

Why Participate?

Presenting to you the practical findings on customer experience consulting initiatives of world renowned organizations from *Asia Pacific, India, Middle East and beyond*, the seminar would focus on the following key learning points:

- Learn from the renowned organizations from aviation, hospitality, banking and healthcare industry on how to deliver a Signature Customer Experience that result in a differentiated brand.
- Learn the tried-and-tested methodology in distilling your organization’s “Customer Experience DNAs” and develop a Signature Customer Experience.
- Learn how to cascade your own Signature Customer Experience through the tried-and-tested learning methodology.
- Uncover the magic in delivering a sustainable customer experience through the use of a powerful tool - the “Customer Experience Blueprinting.”

Who to Attend?

- CEOs
- General Managers
- Director (Operations)
- Director (Customer Service)

Speaker



Dr Buck P. Tang

Principal Consultant
Group General Manager, International Business
Service Quality (SQ) Centre

Dr. Tang is one of the pioneers of SQ Centre. He helps to build the foundations of the service quality subject expertise for SQ Centre in 1990. He has extensive consulting experience and has consulted for client organizations in the aviation, retail, IT & communications, hospitality, financial, healthcare industries and public service organizations. His clients include Procter and Gamble (P&G Greater China), Citibank (China), Singapore General Hospital, Health Sciences Authority of Singapore, Ministry of Health of Singapore, Apollo Hospital (India), GMR-Hyderabad International Airport (India), Kotak Mahindra Bank (India), Delhi International Airport, Kaya Skin Clinic (India), Development Bank of Singapore (DBS), Immigration and Checkpoint Authority of Singapore (ICA), Shangri-La Hotel, Jurong Bird Park, Prudential Insurance, Land Transport Authority of Singapore, Central Provident Fund of Singapore, Maritime and Port Authority of Singapore, Singapore Civil Defense Force, Nanjing Tourism Board (China). Since 2004, he has been appointed as the consultant to help transform service quality cultures in Qingdao as part of the preparations for the Summer Olympics 2008 in China.

Dr. Tang was appointed as National Assessor for the Singapore Quality Award (SQA), an internationally renowned award in business excellence in 2000. He was given the appointment of the Consultant to equip and certify Assessors for China Quality Award. In 2001, he was certified as consultant for the People Developer Standards (PDS) and Singapore Service Class (SSC). In 2003, he was appointed to be the Judge for the Singapore Tourism Award.

He was the speaker at Service and Quality conferences for organizations such as MasterCard International, the Asian Productivity Organization (APO), the China Productivity Centre (CPC), and China Human Resource Conferences. In 2004, he was invited as the expert speaker in the inaugural "*China International Service Quality Convention*" by China Government. In 2007, he was invited to speak at the national service quality initiative launched by the South Africa Deputy President as part of the country's preparation for hosting of the FIFA Soccer World Cup 2010 in Johannesburg. He has published service quality management research papers in international journals and conferences such as *Services Marketing Quarterly* (formally known as the *Journal of Professional Services Marketing*), *Journal of Financial Services Marketing*, and the Southwest Decision Sciences Institute (New Orleans).