

TRANSFORMING YOUR FRONTLINE TEAMS INTO LIVING BRAND CHAMPIONS

CREATING THE MAGIC OF CUSTOMER ADVOCACY THROUGH SERVICE EXCELLENCE DELIVERY

DECEMBER 1ST 2009
INTERCONTINENTAL PARK LANE
LONDON, UK

From contact centres to face-to-face customer service, this unique conference experience brings together senior executives from cross industries to network, learn and share best practice on developing frontline Brand Champions.

Hear from organisations:

- ✓ That empower their frontline teams to truly make the difference
- ✓ Training departments that take words and turn them into deliverable actions
- ✓ Frontline teams that have the true desire to represent their customer's needs
- ✓ HR that recruit based on a value match to the business and customer
- ✓ Marketing that set realist and manageable customer's expectations

Take this opportunity to discover how best to turn marketing words into deliverable frontline actions.

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0845 362 7729

Speakers from

Time Warner **ASDA**



Don Hales' World of Customer Service



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TRANSFORMING YOUR FRONTLINE TEAMS INTO **LIVING BRAND** CHAMPIONS

9:00 Welcome and Chairman's opening remarks

Don Hales

*Founder of National Customer Service Awards, Chair of Judges
Customer Service Ltd*



9:15 Customer service excellence at its finest

Jo's unequivocal belief in customer service excellence will be brought alive as she highlights the challenges and need for organisations to drive up customer satisfaction and in turn improve bottom line performance. She will also explore those organisations that are getting it right and how they are building customer advocacy through better frontline service delivery.

Jo Causon

Chief Executive

Institute of Customer Service



9:45 Building a team based on talent and their connection to the values of the organisation

- Utilising the power of leaders to develop true brand meaning
- Allowing your people the autonomy to live the brand and be the brand
- Not just saying the value words but turning them into deliverable action
- Ensuring your team has the all important the attitude to do the job
- Translating the vision throughout a multi-company organisation

Kate Dee

Executive Director of People Development

Time Warner

Time Warner

10:30 Incorporating an induction and training programme that represents the vision and values of your organisation

- Ensuring that your employee handbook truly reflects the true vision of the organisation
- Having a clear understanding of the behaviours required to be a frontline Living Brand Champion
- Turning words into actions – ensure that your people development gives your team the motivation to offer service excellence.
- Having a clear understanding of customers' expectations and the skills and attitude required to meet them
- Develop a branded training initiative that will last long after the training room

Caron Jones

Director of Human Resources

Intercontinental Hotel



INTERCONTINENTAL

11:15 Refreshment Break

11:40 CASE STUDY: Behind the walls of O2 and a brand aware frontline

O2 has a very clear vision to make a real difference in the lives of its customers and employees alike. They pride themselves on creating a fantastic work environment and strive to be 'the best place to work'. This vision has allowed O2 to attract and retain the best talent and provide outstanding career development opportunities. Hear how the O2 frontline endeavours to put customer's needs at the heart of everything they do and how they turn words like innovative, committed and trusted into deliverable actions.

Sarah Sargent

Director of Customer Service

O2



12:15 Maintaining the motivation and commitment of your frontline to deliver service excellence in fast changing times

- Creating a committed and loyal team of true Living Brand Champions
- Having top line pride and trust in the frontline's brand delivery
- Building strong internal communication strategy to ensure continuous service delivery
- Turning your company's mission from words into needed customer's actions
- The secret behind true loyalty and the frontlines ability to create customer advocacy

Oke Eleazu

Managing Director at Think Outside In Consultancy

Former Customer Service and Operations Director at BUPA



1:00 Lunch

2:00 Developing a Brand to Life programme

Shake off those after lunch zzzz's with an interactive session on the developing a Living Brand Culture and putting in place a Brand2Life programme. This practical session will give delegates the opportunity to work together and develop their own personal brand and also one that will allow participants to better become a Living Brand Champion for their frontline people and organisations. Teamwork will be essential and this session is guaranteed to be both informative and fun.

Dale Smith

Managing Director

Bridge Training



2:45 A brand within a brand – ensuring service delivery is consistent from all corners of the organisation

- Managing a multi-brand company and the frontline team that represents it
- Coming together - merging of minds, visions and frontline people
- Finding the true connection between your frontline team and your customers
- Creating commitment and consistency to ensure frontline brand delivery
- What makes a frontline team special and focussed on customer service excellence
- Where do we go from here – ensuring a strong market position through frontline service

Gordon Mutton

Product Excellence Director

Merlin Entertainment

3:15 Refreshments



3:35 CASE STUDY: Behind the walls of Aviva – creating a contact centre culture of brand champions

Following one of the largest rebrands in the UK's financial history, the former Norwich Union has been reborn with a new name, a new look and the exciting challenge to match its people with new customer's expectations. Moving marketing promises and words into frontline deliverable actions is crucial to the future success of Aviva. This talk will look behind the scenes of what is required to move 13,000 frontline staff into Living Brand Aviva Champions.

Rob Wilson

Head of Operational Support

Aviva Insurance UK



4:10 United we stand - building a leadership team of brand coaches and champions

- A customer first organisation with frontline advocates
- Creating a values based leadership culture
- Closing the gap between the customer's expectation of brand and the frontline delivery
- Ensuring the voice of the frontline is heard in future marketing decisions
- Creating a 'service culture' throughout the organisation

Helen Milford

Director of Service & Communication

ASDA

4:45 Closing remarks

5:00 Close of conference



HELPING DEVELOP CHAMPIONS IN AFRICA

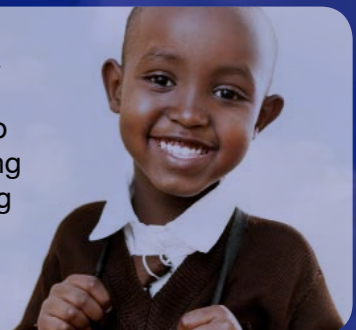


TABA DI MAHLONG

Knowledge is power and power shows in the face

Part of the profit from this conference will go to **Taba Di Malong**, a charity committed to building multi-use community centres in Africa. Bringing better education, health advice and support to those in need.

www.tabadimahlong.org



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