

Help your customers love your customer service

BREAKFAST BRIEFING WEDNESDAY 20TH OCTOBER 2010 CENTRAL LONDON

This stimulating breakfast briefing looks at how to provide a great customer experience, enhance levels of customer loyalty, advocacy and, ultimately, deliver a sustained improvement in financial performance. Industry expert **Phil Nunnerley**, former Deputy Director for Retail Banking at Lloyds Banking Group, will be giving insight into how improved customer service can impact on your bottom line.

Hitachi Consulting can demonstrate proven methodologies and techniques that will transform your customer services right from year one, bringing benefits to your bottom line.

STRAIGHTFORWARD THINKING

In this workshop you will gain a clear understanding of the key areas that need to be addressed in order to get the most out of your branches and telesales centres.

The breakfast covers three key components for delivering an enhanced customer experience:

Staff - Most often, a relatively small number of customer-facing staff are responsible for the majority of great customer experiences and sales. Why hasn't this changed over the years? How do you replicate and spread the best practices?

Processes - Front-line staff should be focused on their customers, but do your processes really support a great customer experience? How much of your staff activity is genuinely customer-focused? Are they wasting time on non-essential activities?

Systems - Are you getting the most from your existing systems? Simply optimising your existing infrastructure and systems can make a huge difference whilst driving down costs.

You will leave this session with an understanding of how you can mobilise the core elements of your existing operating model to deliver a great experience to your customers and an improved return to your shareholders.

INDUSTRY EXPERT - PHIL NUNNERLEY

With over 40 years banking experience, Phil Nunnerley is well-placed to offer compelling, energising and forthright views on how to put the customer back at the centre of the banking model.

After graduation, Phil joined Lloyds Bank in 1969 and spent his early years in Branch Banking. Senior appointments followed in Retail Regional offices and, in 1990, he was appointed Assistant General Manager responsible for Personal Banking. In 1994 he was Regional Director Wales and West and then, following the merger with TSB, he led the combined branch networks. He retired as Deputy Managing Director for Retail Distribution in 2006. After retiring, Phil has worked as a consultant and provided advisory services to the Bank of England during the global financial crisis, where he focused on issues and concerns surrounding Northern Rock and Dunfermline Building Society. Furthermore, Phil is also currently a non executive Director with the Bank of Cyprus UK and Deutsche Bank UK.

FIVE REASONS TO ATTEND THIS BRIEFING

1. **LEARN** how optimising the effectiveness of your sales and service will increase customer satisfaction and loyalty for your business
2. **DISCOVER** what steps you can take to deliver the best possible customer experience
3. **UNDERSTAND** the range of proven methodologies you can put into place in your business so you see result right from year one
4. **Q&A** with industry guru Phil Nunnerley and discuss techniques for improving sales and service with your peers
5. **INSIGHT** all attendees will have the opportunity to set up a best practice workshop with our Financial Service Experts to identify where changing your sales and service practices will bring benefits to your business



Sales and Service expert - Peter Bricknell

Peter Bricknell is a Director of Consulting Services at Hitachi Consulting helping companies optimise their marketing, sales and service functions to become more customer centric and improve results. He facilitates companies to see new connections, and then drive those ideas to fruition, drawing from 15 years of consulting experience spanning the business cultures across Europe, Africa and America, and between industries such as Financial Services, High Tech and Public Sector. With a background that includes Andersen, Deloitte and Unisys, he brings knowledge of change management, systems delivery, and process improvement to how clients can optimise their connection with customers.

SALES AND SERVICE EFFECTIVENESS – BREAKFAST BRIEFING AGENDA

This briefing will help you assess your current model and look at the options available for delivering a great customer experience.

Wednesday 20th October 2010

- 08:00 Registration opens - breakfast & networking
- 08:30 Welcome
- 08:40 **Optimising the connection with customers**
Phil Nunnerley, former Deputy Managing Director, Lloyds Banking Group
- 09:10 **Raising your Customer Experience**
Peter Bricknell, Director, Hitachi Consulting
- 09:30 Sales and service effectiveness Q&A with speakers and Financial Services Experts
- 09:50 Summary and close
- 10:00 Coffee & networking
- 10:30 Close

THE VENUE

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For a full location map and directions please visit
www.hitachiconsulting.co.uk/files/25/UK_London_Location_Map_2010.pdf

Registration

To register online, please visit
<http://www.hitachiconsulting.com/landingPage.cfm?ID=200810>

or
Call to request a place: 0207 947 4500

Thank you for registering

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ABOUT US

Hitachi Consulting's advantage lies in our ability to bring the best people together with the benefit of the frameworks and intellectual property developed from numerous successful projects.

We are uniquely positioned to gain an in-depth understanding of the business issues your organisation faces and to recommend the best solution, to ensure the best outcome, with the least disruption.

Hitachi Consulting combines deep, specialist Financial Services understanding with a pragmatic approach to deliver a step change in our clients' performance. We use methods, tools and acceleration techniques based on real world experience to deliver better outcomes. Our Financial Services Consultants combine extensive industry experience with broader business improvement skills to meet the challenges our clients face.

