

Raising the standard

Featuring the Official Launch of the Australian Standard

AS ISO 10002

Customer satisfaction

– Guidelines for complaints handling in organizations

Key Sponsors



Commonwealth Bank



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Raising the standard

- Hear about the new Australian Standard, AS ISO 10002: Customer satisfaction – Guidelines for complaints handling in organizations, direct from those who developed it
- Attend the launch of *The why and how of complaints handling*, the new comprehensive complaints handling handbook
- Learn from industry leaders about complaints handling, maximising the customer experience and inspiring your staff to deliver the best service
- Network with other Consumer Affairs Professionals

Can you afford to miss this?

With AS ISO 10002 coming into force, heralding a new era in consumer affairs in Australia, this is your opportunity to be ahead of the pack. The SOCAP Australia 2006 Symposium will give you critical information and perspectives on the Standard. Ask the questions you want answered, and get the latest update on best practice and research into customer service and consumer affairs. This is a valuable information sharing and networking opportunity – you can't afford to miss it.

Who should attend

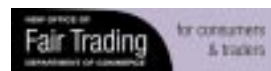
Anyone responsible for communicating with, servicing or just understanding your customers, including:

- Consumer Affairs Professionals
- Customer advocates
- Marketing managers
- CSR managers
- Customer service managers
- Managing directors
- Call centre managers
- CRM managers
- CEOs
- Public affairs/relations managers
- Help desk managers

Symposium Venue

The SOCAP Australia 2006 Symposium will be held at the Manly Pacific in Sydney. Rooms have been blocked for Symposium delegates, but must be booked and paid for directly, so to make your reservation please contact Trisha Andrews on 02 9977 7666 or email h5462-re02@accor.com and mention the SOCAP Australia 2006 Symposium. Please make your booking as soon as possible as reservations received after 26 July 2006 may not be available and cannot be guaranteed at the Symposium rates (Manly Views – \$205 per room per night, room only; Ocean Views – \$255 per room per night, room only; full buffet breakfast at special rate of \$20 per person). The Symposium rates will be extended to delegates wishing to stay pre- or post-Symposium.

Symposium Partners



Tuesday 15 August 2006

1:30pm Symposium Registration

2:00 – 4:00pm Optional Workshops: choose from the following three sessions

Workshop 1

Internal Dispute Resolution – Improving Partnerships for Fewer Complaints

Janine Young, General Manager Operations, Energy and Water Ombudsman Victoria

During 2004/2005, cases to the Energy and Water Ombudsman Victoria (EWOV) increased by 39 per cent over the previous year. EWOV's research into the reasons for the increase indicated that the internal dispute resolution processes of the energy and water providers who participate in the scheme could benefit from this improvement. Working with these providers, EWOV has since introduced a number of initiatives aimed at addressing its rising case receipt, and the results are beginning to show. These initiatives include Internal Dispute Resolution (IDR) workshops, process reviews, and feedback and improved reporting from EWOV to providers, identifying why their customers were seeking Ombudsman assistance. In this workshop, Janine will share this approach, including examples of effective and ineffective initiatives and the elements of a beneficial relationship with your EDR agency.

Workshop 2

Reducing Complaint Escalation

Professor Tania Sourdin, Professor of Law & Conflict Resolution, La Trobe University
Trevor Slater, National Relations Manager, Financial Industry Complaints Service

How do you deal with complaints in a way that will keep the customer happy and reduce the chances of escalating from a complaint to a dispute? In this workshop, this question will be considered from two different approaches. The session draws upon qualitative and quantitative research conducted into two complaints systems and two dispute resolution systems in Australia, and attendees will be presented with practical, easy to learn communication skills and techniques that will reduce the chances of escalation.

Workshop 3

The Real Costs and Benefits of Customer Relations

Peter Gillson, Vice-President, SOCAP Australia and Director, SFI International

What are the real costs of your complaint handling? What is the real contribution of customer relations and effective complaint handling on your bottom line? In this interactive workshop, Peter Gillson will discuss results from a recently completed online study and encourage discussion about benchmark parameters for budgeting, cost control and performance evaluation.

5:00pm Welcome to First Time Delegates

How to get the most out of the Cocktail Party

5:30 – 7:30pm

Symposium Cocktail Party
Sponsored by **Satisfy Solutions Pty Ltd**

SATISFY
Consumer Affairs Management

Meet and network with fellow delegates and speakers in an informal and relaxing setting.

Wednesday 16 August 2006

8:15am Symposium Registration

8:50am Welcome Address

Ralph Simpfendorfer, President of SOCAP Australia

9:00am Launch of AS ISO 10002: Customer satisfaction – Guidelines for complaint handling in organizations

Lyn Baker, NSW Commissioner for Fair Trading

9:15am AS ISO 10002 Essentials: Briefing on the new Standard

John Tucker, CEO, Standards Australia
James Thomson, Projects Manager Management & Business, Standards Australia
Bill Dee, Chair of the Standard Development Committee

With a new Australian Standard on complaints handling coming into play this year, and companies increasingly aware of the importance of compliance with it, find out everything you need to know about the Standard from those involved in its development.

10.00am Opportunities to Improve Complaint Management Practices

Samantha Sheen, Senior Manager, Risk Advisory Services, Ernst & Young

The regulation of some industries in Australia includes specific requirements for capturing, investigating, resolving and reporting customer complaints. Customer complaint management systems play a crucial role within the risk management and compliance framework of these organisations. When used effectively, complaint management systems can both assist in monitoring the implementation of regulatory obligations and contribute to the development of a more effective compliance culture. This presentation will share insights from current complaint management practices and look at opportunities from case studies for improvement and suggestions for ensuring the effective implementation of the new AS ISO 10002 Standard.

10:30am Morning Tea

Sponsored by **Johnson & Johnson Pacific Pty Ltd**

Johnson-Johnson Pacific

Raising the standard

11:00am AS ISO 10002: Your Questions Answered

Facilitated by: James Thomson, Projects Manager Management & Business, Standards Australia
Bill Dee, Chair of the Standard Development Committee
Andrew Gavrielatos, Acting Assistant Commissioner, Customer & Property Services, Office of Fair Trading NSW
Anoushka Bondar, Consumers' Federation of Australia
Mark Quinane, Director, Compliance Strategies, Australian Competition and Consumer Commission

In this panel session, consumer professionals will answer your questions on how the Standard was formulated and its implications for businesses.

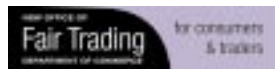
12:00pm Value of Forward Planning

Michael Cliff, General Manager of Marketing, TOWER Software

With a diverse range of stakeholders, the Melbourne 2006 Commonwealth Games Corporation had to ensure that their forward planning would guarantee the stakeholders and staff at the Games a smooth operating environment. This session will reflect on the planning and vision for the management of organisation documentation and how to use applications to provide innovative business solutions.

12:45pm Lunch

**Sponsored by NSW
Office of Fair Trading
Department of Commerce**



1:45pm SOCAP Australia Initiatives

2:00pm The Importance of the Customer's Perspective within Organisations

Belinda Davoren, former SOCAP President and partnering with Australian Merchants
Sheila Ross, National Manager Customer Experience, Centrelink
Alvaro Del Pozo, Marketing Director, Dell Computers Australia

Reflecting the increasing importance organisations are placing on the customer, CEOs are appointing senior executives with accountability for the full 'customer experience'. In this session case studies from Centrelink and Dell Computers demonstrate how organisations can be restructured to change accountability, and to communicate to all levels of the organisation the importance of managing and understanding the customer experience.

3:00pm Afternoon Tea

3:30pm Concurrent Sessions: choose from the following four options

Session a: Identifying Systemic Issues and Improving Customer Service

Delia Rickard, Deputy Executive Director for Consumer Protection, Australian Securities and Investments Commission
Annette Donselaar, Head of Regulatory Compliance Australia, NAB

One of the keys to better identifying systemic issues and improving customer service is leveraging off your complaints data. This session looks at the benefits of drilling down into your complaints data, and other information-rich sources like default data, to find out where the problems are and what it is consumers do and don't like. It also looks at how you should communicate with regulators when you do discover a problem. Case studies will be used throughout to illustrate the points made.

Session b: Complaints Management in the Human Services Industry

Patrick Sherry, Director Complaints, Compliance, Investigation and Misconduct Prevention Branch, Disability Services Queensland
Rob Coutts, Chairman of the Complaints Management Quality Committee, Disability Services Queensland

The Complaints and Prevention Unit (CPU) is a critical element of Disability Services Queensland, responding to and managing service quality complaints. Patrick and Rob will discuss the CPU's complaints management system and the principles and practices underpinning it.

Session c: Employee Profiling

David Reynolds, Executive General Manager Consulting – Australasia, Chandler Macleod Limited

It is critical organisations understand their people, including their needs, capabilities, and motivations. The use of employee profiling is becoming increasingly popular as organisations try to select the right person for the right job, and ensure they stay motivated and productive over time – which can have significant bottom-line impacts. This session will explain employee profiling and how it can be used to help retain, develop, reward and motivate staff.

Session d: Putting the New Complaint Handling Standard into Practice – an interactive workshop

Nicole Cullen, Director, Financial Services Complaints Pty Ltd

Nice in principle, but will the new complaint handling Standard make it off the shelf and into your organisation's operations? This interactive workshop will provide participants with an opportunity to reflect on their own organisation's complaint handling system and procedures. The session will aim to draw on best practice in complaint handling from the experiences and perspectives of the participants.

5:00pm Close Day One

7:00 – 11:00pm SOCAP Australia Gala Dinner

Sponsored by Herbalife Australasia Pty Ltd



A further opportunity to network with your peers and enjoy some light entertainment. The dinner also includes the presentation of the SOCAP Australia Significant Contribution to Consumer Affairs Award.

Thursday 17 August 2006



Symposium Day Sponsor SFI International

8:50am Review of Day One

Ralph Sempfendorfer, President of SOCAP Australia

9:00am Inspiration on Aspiration

Naomi Simson, Chief Experiences Officer, RedBalloon Days

Given that it is an employees' market, it is increasingly vital for employers to realise how to achieve aspiration and inspiration in your workplace – Naomi will give insights into how to engage your staff, how to keep them happy, how to inspire people and therefore achieve minimal staff turnover, and how to show true appreciation.

9.45am Untaming the Beast Within

Jennifer Dalitz, Managing Director, Dalitz & Associates – Business Consultants

This presentation brings fun to management advice, by combining real animal stories, pictures and noises from experiences with orang-utans in Borneo to a camel safari in India, with the objective of assisting every worker in getting more from their work life while deliberately taking a very different approach to solving age-old management issues.

10:30am SOCAP Australia Update

10:45am Morning Tea and AGM

11:30am What Makes us Different?

David Padman, Executive General Manager NSW, FCm Travel Solutions

Flight Centre Limited has built a successful business

on a unique 'employee empowerment' culture. The best elements of this have been transposed into business travel management company FCm Travel Solutions, which is now experiencing global growth, and David Padman will share how the company maintains the philosophy 'as we grow bigger, we grow smaller'.

12:15pm Striving For Continuous Improvement

Ben Johnson, Acting General Manager, Ministerial Correspondence and Customer Relations, RailCorp

Ben Johnson's portfolio of responsibility currently includes managing the customer feedback through the Transport Infoline and preparing ministerial and direct customer correspondence relating to the organisation's current and future activities. In this session, he will provide an insight into the workings of his team and how it strives for continuous improvement.

1:00pm Lunch

2:00pm The Multi-Channel Customer Experience

Adir Shiffman, Director and Co-Founder, Global Reviews

Customers choose how they want to engage with a company, not the other way around, and while many large corporations continue to silo their different channels into different business units, for the customer it's all part of one overall multi-channel experience. This experience is a key business differentiator, particularly in commoditised industries, and measuring and improving it is vital for both acquisition and retention. This session will provide real life examples of the best and worst practices currently being employed in Australia, and how they can be improved.

2:45pm Do Not Call Register: Panel Session

Facilitated by: John Wood, Direct Marketing Code Authority

John Pinnock, Telecommunications Industry Ombudsman

Richard Watson, Manager, Direct Marketing, ACE Insurance Limited

Jodie Sangster, Director of Legal and Regulatory Affairs, Australian Direct Marketing Association

Does the proposed Do Not Call Register mark the end of telemarketing? Many Australians have been driven insane by telemarketing calls at dinner time. Do they care whom the call is from? Will the Do Not Call Register satisfy consumer concerns? Is there a future for telemarketing? The panel will discuss the issues and answer your questions.

4:00pm Symposium Close

Fax back registration 03 9650 6630

One person per form only please. All prices include GST

	Registration Fee	Early Bird
SOCAP Australia Members – 1st delegate from organisation	\$2,235	\$1,775
Additional delegate from organisation	\$2,135	\$1,675
Non-members	\$2,900	\$2,435
Non-member Special Offer: Symposium registration and SOCAP Australia membership for 12 months	\$2,480	\$2,370

The Symposium registration covers the attendance at one workshop on Tuesday, the Cocktail Party, all sessions Wednesday and Thursday, catering Wednesday and Thursday, the Symposium Dinner and the Symposium papers which will be available via the SOCAP Australia website within a month of Symposium closure.

SOCAP member's name: _____

Your organisation name: _____

Name of person registering: _____

Title in organisation: _____

Contact address: _____

Postcode: _____

Email: _____

Phone: _____ Fax: _____

Dietary requirements: _____

I give permission for my name, title and organisation to appear on the Symposium Delegates list

TAX INVOICE: ABN 20 058 477 017

Total amount being paid \$ _____

Please invoice me Cheque: mail to SOCAP, 5th floor, 167-171 Collins St, Melbourne VIC 3000

EFT: SOCAP Westpac BSB: 033 157 Account no: 175184

Credit: Visa MasterCard Amex Diners Club

Card No.: Expiry Date: _____

Cardholder name: _____ Signature: _____

Please choose one workshop:

Workshop 1: Internal Dispute Resolution – Improving Partnerships for Fewer Complaints

Workshop 2: Reducing Complaint Escalation

Workshop 3: The Real Costs and Benefits of Customer Relations

Please choose one session:

Session a: Identifying Systemic Issues and Improving Customer Service

Session b: Complaints Management in the Human Services Industry

Session c: Employee Profiling

Session d: Putting the New Complaint Handling Standard into Practice – an interactive workshop

Please tick if you will be attending:

Tues 15th August – Cocktail Party

Wed 16th August – Gala Dinner

Early Bird Registrations close on 26 July 2006 Symposium Registrations close on 11 August 2006

Cancellations: should you be unable to attend, a substitute delegate is always welcome at no additional charge. Alternatively, a full refund, less a \$125 administration fee, will be made provided a request for cancellation is received in writing by no later than 19 July 2006. A 50 per cent refund of Symposium registration fees will be made provided a request for cancellation is received by 2 August 2006. SOCAP Australia regrets that there will be no refunds or cancellations after 2 August 2006.

Program changes: SOCAP Australia reserves the right to make changes in programs and speakers, or to cancel programs if enrolment criteria are not met or when conditions beyond our control prevail. Every effort will be made to contact each delegate if a program is cancelled. If a program is not held for any reason, our liability is limited to the program fee only.