

DISASTER RECOVERY WORKSHOP



After the unexpected incident in the USA, we have learned a new perspective about Disaster and Recovery. Companies often overlook the importance of planning for a disaster. This negligence has the potential to put your company out of business when disaster takes place unexpectedly. Hong Kong Customer Service Consortium (HKCSC) invites you to join our **one-day Disaster Recovery training course** to give you the tools and knowledge to take **PREVENTATIVE ACTION** to **minimize your risk and the necessary planning, actions and drilling** in the event of a DISASTER.

Program Content

- Assess The Risks And The Business Impact
- Justify Your Costs And Calculating Return On Investment (ROI)
- Increase Awareness Amongst Your Staff
- Tackle Different Disaster Scenarios
- Assess Damage
- Implement Preventative Measures
- Build Your Disaster Recovery Plan And Disaster Recovery Team
- Identify Critical Systems And Equipment
- Develop Application And Platform Recovery Procedures
- Execute Your Disaster Recovery Plan
- Master Disaster Recovery Drill

Who Should Attend

IT Manager, Call Center, Customer Service and Help Desk Supervisors and Managers.

Training Formats

Practical exercises, Group discussion, Case study and Experience sharing.

HK\$2,200



Discount

Enjoy 10% discount with more than 2 registrations at the same course.

REGISTRATION FORM

COMPANY: _____

CONTACT PERSON: _____ TITLE: _____

TEL: _____ FAX: _____ EMAIL: _____

COMPANY ADDRESS: _____

- ~~22 February 2002 (DR0222)~~
 21 June 2002 (DR0236)
 18 October 2002 (DR02410)
- (Please tick your preferable date in the box)

PARTICIPANT'S NAME	TITLE	EMAIL

Please fax this form at (852) 2174 1438. Please make check payable to: **Hong Kong Customer Service Consortium Ltd.** and send to **9/F., Surson Commercial Building, 140-2 Austin Road, TST, HK.** For further enquiries, please contact us at (852) 2174 1428 or email to enquiry@hkpsc.com .

Mr. Jason Chu

Mr. Chu is the **Founding Chairman of the Hong Kong Customer Service Consortium (HKCSC) and Hong Kong Customer Service Consortium (HKCSC)**.

Mr. Chu collaborates with industry experts and major university researchers to consult and research on key aspects of Customer Satisfaction and Loyalty. He is the pioneer of innovative customer service research including **eSurvey on Internet Banking, Securities and Travel Services, CRM and Call Center Benchmarking in Asia Pacific, Customer Satisfaction and Aspiration Survey** and other international standards in Australia and the United States.

Mr. Chu is the key driver to establish systematic industry standards in the service industry, including the **Certified Call Center Professional, Certified Call Center Manager and Certified CRM Director training** curriculum.

Mr. Jason Chu received his BS and MS degrees in Industrial Engineering and Operations Research from the University of California, Berkeley. He is the **President of the University of California Alumni Association in Hong Kong** and a guest Lecturer at the Hong Kong University of Science and Technology and other universities. He is a speaker of high demand at conferences and workshops to senior executives on customer focused organizations and customer profitability.

Mr. Paul Hilton

Paul Hilton has **over 10 years experience** in the technical service industry and has been involved with **large-scale government projects in the United Kingdom**. Paul headed and managed the support division of a UK based computer maintenance company, providing customer support and helpdesk services to large corporate companies such as Rolls Royce, GEC and ABB.

Ms. Samantha Lee

As a Training Consultant, Ms Lee is a core member in **developing and delivering HKCSC's Certification Training Curriculum** including Certified Call Center Manager, Certified Call Center Professional, Stress Management & Complaint Handling, Effective Telemarketing and other courses for the Greater China region.

Ms Lee also has **extensive engagement in different customer centric research projects** organized by Hong Kong Customer Service Consortium, including Call Center & CRM Benchmarking, eSurvey for on-line Banking, Securities and Travel industries.

Ms Lee has **over 6 years** of operational, training and research experience in the Customer Service, Call Center and Help Desk functions. She started her career working in the customer service department of a major global telecommunication company in Hong Kong. She also had worked with Help Desk 2000, a premier Help Desk Training and Certification membership body in the USA for mission critical IT support business units to market and promote world class help desk practices.

Mrs. R. Lam

Mrs Lam has **over 10 years** of training and development experience. Her expertise lies in the areas of Management Development, Team Building, Customer Service and Sales Training. She has extensive training experience in various financial sectors.

Mrs Lam was the **Training and Development Manager** of an international insurance company. One of her key roles is to provide telemarketing skills training **for a Call Center with over 300 seats**.

Mr. Joseph Chui

Joseph Chui has **17 years experience** in the Asian market research arena. He has expertise in **Strategic Marketing Planning, Customer Satisfaction Survey, Consumer Research, and New Product Development**. He also has regional responsibility with companies like **Philip Morris, R.J. Reynolds, and San Miguel Brewery** and has worked with clients in **Japan, Korea, Taiwan, Hong Kong, China, Philippines, Singapore, Malaysia, Thailand, Indonesia, India and Vietnam**.

As the Managing Director for Market Probe Asia, Joseph Chui oversees all projects that come through the office. Market Probe is a U.S. based consulting firm specializing in customer satisfaction and loyalty studies. With hundreds of CSM studies conducted domestically and globally, Market Probe has been consulting multinational corporations in various industries to apply CSM results for tactical and strategic decision. Joseph Chui earned BS from California State University and an MBA from San Diego State University. He also taught at HK Polytechnic and HKMA.

MEMBERS & CLIENT LIST (PARTIAL)



Airlines & Courier Services

Cathay Pacific Airways
DHL Intl HK Ltd
Dragon Airlines
TNT Express
Virgin Atlantic Airways

Banking & Finance

Aeon Credit Service Co. Ltd
American Express
Bank of America
Bank of East Asia
CITIC Ka Wah Bank
Citibank, N.A.
Dao Heng Bank
Delta Asia Credit Ltd
East Asia Heller
Hang Seng Bank
HSBC
HSBC Asset Management
Invesco Asia Co Ltd
Liu Chong Hing Bank Ltd
Manhattan Bank
Nikko Global Asset Mgmt
Paribas Principal Investment
Prudential-Bache Intl Ltd
Reuters HK Ltd
S.W.I.F.T. s.c.
Shui On Investment Co. Ltd
Standard Chartered Bank
Thomson Financial
Wing Lung Bank Ltd

Government Units and Public Utilities

Architectural Services Dept
CLP Power Hong Kong Ltd
HK & China Gas Co Ltd
Hong Kong Oxygen
HK Housing Department
HK Trade Development Council
Hongkong Post
Kowloon Canton Railway
Kowloon Motor Bus Co Ltd
Water Supplies Department

Information Technologies

Atos Origin
Bridge Information System

CCT Teligent Co Ltd

Compaq Computer HK Ltd
Datacraft (Hong Kong) Ltd
Eyretel Asia Ltd
Hewlett-Packard HK Ltd
IBM
Legend Expert Systems Ltd
Magically, Ltd
Onyx Software
Oracle Corporation
Peregrine Systems Pte Ltd
Ricoh Document Solution
Seamatch Technology Ltd
Sun Microsystems
Support Technologies Ltd
Support.com Ltd
WorldCom Conferencing

Insurance

AIA Co Ltd
AXA Insurance
Blue Cross Insurance Ltd
BUPA (Asia) Ltd
CGU Intl Insurance
CIGNA Worldwide Insurance
Dao Heng Insurance
HSBC Insurance (Asia) Ltd
Eagle Star Insurance
ING Life Insurance
Manulife Financial
New York Life Insurance
Principal Insurance
Royal & SunAlliance
Speedinsure

Internet

China Dot Com
Dickson Cyber
Hongkong.com
HK Broadband Network
HKNET Co. Ltd.
Pacific Supernet
CPCNet (formally PSINet)
YAHOO

Medical Care & Hospital

Quality Health Care Medical
Wyeth HK Ltd

Yan Chai Hospital

Property Management

Centaline Property Agency
Colliers Jardine
Goodwell Property Mgmt Ltd
Hang Yick Properties Mgmt
HK Land Ltd
HK Resort Company Ltd
Hsin Chong Real Estate
Parkland Property Mgmt
Swire Properties Ltd

Telecommunications

Casil Telecom Ltd
CM Telecom
Lucent Technologies
New T & T (HK) Ltd.
Hutchison Telecom
MoBiTai Communications
PCCW Teleservices Ltd
SmarTone Mobile
Sunday

Outsourcing and Consulting Services

800 TeleServices Ltd
Automated Systems HK Ltd
CL Technical Services Ltd
Epro Teleservices Ltd
Getronics
Hutchison Teleservices
ISM-BC International
KPMG
PricewaterhouseCoopers

Others

A.S. Watson Co Ltd
British American Tobacco
HK Intl Terminals Ltd.
HK Jockey Club
Kernel Resources
Ming Pao Holdings Ltd
Modern Terminals Ltd
Nestle HK Ltd
Procter & Gamble, Guangzhou
RS Component
Schindler Lifts HK Ltd

MEMBERS & CLIENT LIST (PARTIAL)



ABN AMRO Bank Call Center Manager	Epro Telecommunication Co Ltd Financial Services Development Center	Deputy Manager
American Express International Call Center Manager Head of Call Center	Finet Holding Ltd Assistant Manager	New York Life Insurance Director Customer Service Manager
Automated Systems (HK) Ltd Operations Manager System Consultant	First Pacific Bank Assistant Manager	Onyx Software Marketing Executive
AXA Insurance VP, New Distribution & Policy Admin	Fortis Bank	Oracle H.K. Ltd Administration Assistant
Bank of America Vice President	Global Credit Management Ltd Admin Customer Service Mgr	Pacific Satellite Intl LTD Customer Service Manager
Bank of Bermuda Director, Client Servicing, Client Servicing Manager MPF Servicing Director	Gulf Agency Company Marketing & Development Mgr	PeopleSoft Hong Kong Limited Business Development Specialist
Bank of East Asia Ltd Belgian Bank Senior Training Officer	Headstrong Senior Consultant	Prime Credits
Caltex Oil Hong Kong Ltd Customer Service Supervisor	Hewlett Packard HK Ltd CIC Coordinator Services Sales Consultant Channel Marketing Administrator	Procter & Gamble Information Services & Infrastructure Mgr
Carlsberg Sales Administration Supervisor	Hong Kong Cable TV Limited Assistant Manager of Telemarketing	PSI Net Co Ltd Customer Service, General Mgr Hotline Manager
CGU Insurance <i>On-Site Training</i> Telemarketing Executives	Hong Kong Jockey Club Customer Service Manager	Quality Health Care Medical Center Director, Customer Services
China Motion Telecom Co Ltd Assistant Manager Telecentre Assistant Training Manager	HK Securities Clearing House Assistant Director	Realink Securities Ltd Financial Consultant
CITIC Ka Wah Bank VP, Head of Direct Banking	HK Trade Development Council Customer Service Manager Assistant Manager	Royal Sun & Alliance <i>On-site CS Training</i> Customer Service Officers
CLP Power HK Ltd Customer Telephone Service Mgr Senior Customer Telephone Service Officer	HKNet Co Ltd Customer Service Manager Senior Customer Service Supervisor Assistant Customer Service Officer CS Supervisor Project Manager	Sony <i>On-Site Customized</i> <i>Effective Telemarketing Training</i>
Dentsply Asia Training Manager	HSBC Insurance (Asia) Limited General Manager, Personal Ins Production & Operation Manager Customer Service Manager	Shanghai Commercial Bank Ltd
Dragon Air Superintendent - Reservation Services	Hutchison Telecommunications Ltd Senior Manager	The Thomson Corporation HK Ltd Regional Client Services Manager
Dresdner RCM Global Investors Asia Head of Client Services Assistant Vice President	ING Life Insurance Ltd Customer Service Manager Assistant Executives	TNT Express Customer Services Operation Supervisor
East Asia Heller Ltd Customer Service Officer	Jardine Lloyd Thompson Ltd Account Manager	Virgins Atlantic Airways Ltd Sales & Reservations Mgr
Electronic Payment Services Co Ltd Operation Manager	Marsh (Hong Kong) Limited Assistant Vice President	Water Supplies Department Assistant Call Centre Manager
	MoBiTai Communications Marketing & Sales Area Customer Care Division/Director	Wisers Information Ltd. Senior Customer Service Officer
	Nan Yang Commercial Bank Ltd	Xerox (HK) Ltd Customer Service Officer
		Zurich HK Ltd Asst Manager
		Zurich Marketing Asst Customer Service Manager

CUSTOMER REFERENCES



"This on-site training is well organised. We found some of the training topics are specially helpful e.g. attitude to customers, complaint handling, consultative telemarketing. The instructor could also give good examples to explain concepts and answer our questions!"

**Anita Leung, Asia Call Center Manager
Lectra Systems**

"It's quite valuable to take such a professional and systematic CCCM training, many practical and up-to-date techniques we could apply to our Call Center. Thanks for delivering the excellent course!"

**Theresa Yiu, Information Technology Manager
Procter & Gamble (China) Ltd.**

"During the implementation of our CRM system, some of the elements from your course really helped me on fixing a lot of issues. The course is really worthy for me!"

**David Chan, Customer Service Centre Manager
Hong Kong Oxygen**

"The CCCP training was very helpful. I have a much better and comprehensive idea on how we might better serve our customers. Your lecture and slides were interesting and informative, and the workshop was excellent. Thanks again for sharing your talents and knowledge with me."

**Kennis Yung, Business Development Manager
Epro Telecom Services Ltd.**

"The course (CCCM) is comprehensive and very practical to our daily call center operation, I have enjoyed and learnt much in sharing experience with other participants."

**Ada Wu, Call Centre Manager
CL Technical Services Ltd.**

"Very interesting and easy to understand through interactive role-play"

**Sapphire Chin, Customer Service – Assistant Manager
Hutchison Global Crossing**

"I can say that this is indeed a perfect training course (Stress Management & Complaint Handling) presented by the instructor. She gave clear explanation to all topics and perfect time management throughout the whole course!"

**Derek Tse
ING Life Insurance**

CUSTOMER REFERENCES



"I have attended several training courses that are highly practical to our staff. I would like to specifically recommend the Effective Telemarketing Skills Workshop to all call center specialists. Both the instructor and the course content are perfect!"

**Brenda Lo, Training & Quality Specialist
CL Technical Services Ltd.**

"Thanks again for providing us this valuable experience. The trainer was very thorough in her preparation to understand the need and profile of our staff. For that reason, the training was more relevant. It was a very enjoyable and worthwhile training!"

**Susann Ng, Office Manager
Clearstream Banking Ltd.**

"The training (CCCP) is very practical and I am sure it's good to all Customer Service Officers."

**Mary Ng, Customer Service Officer
Hong Kong Trade Development Council**

"This is (CCCM) a well-run training program that interaction is encouraged intensively!"

**Kennedy Tse, Head of CRM
Eagle Star Insurance Group**

"CCCM is a good course for those professionals tasked with the set-up or improvement of a call center. The reading materials are detailed and useful templates are provided."

**Michelle Redman, Manager of Business Design & Integration
A Multinational Banking Corporation**

"This training (Certified Call Center Manager) is very comprehensive and can give participants a thorough understanding of how to be a conscious and competent call center manager."

**Margaret Lau, Manager of Customer Service Division
ING Life Insurance**

"Thanks a lot for your well organization on this training course. I really appreciate your arrangement and especially would like to say thanks to your instructor, I think she maybe the best in the industry. Her teaching is valuable for our Company. We also may attend more training courses organized by HKCSC which are relevant to our service center. Thanks!"

**Dora Cheng, Customer Service Officer
Xerox (HK) Ltd**

TRAINING SCHEDULE & REGISTRATION FORM



HONG KONG CLASSES

Certified Call Center Manager (HK\$8,800)	
Date	Course Code
28 – 29 January 2002	M0211HK
18 – 19 March 2002	M0223HK
18 – 19 September 2002	M0237HK

Certified Call Center Professional (HK\$5,800)	
Date	Course Code
30 – 31 January 2002	P0211HK
07 – 08 March 2002	P0223HK
11 – 12 July 2002	P0239HK

Effective Telemarketing Skills Workshop (HK\$2,200)	
Date	Course Code
19 January 2002	TM0211
25 May 2002	TM0225
28 September 2002	TM0239

Disaster Recovery Workshop (HK\$2,200)	
Date	Course Code
22 February 2002	DR0222
21 June 2002	DR0236
18 October 2002	DR02410

Stress Management & Complaint Handling Skills Workshop (HK\$2,200)	
Date	Course Code
20 April 2002	SC0214
24 August 2002	SC0228
14 December 2002	SC02312

Online & Offline Customer Satisfaction Survey and Management Workshop (HK\$20,000 per company with maximum of 2 delegates)	
Date	Course Code
22 – 23 January 2002	CSM-0210-HK
14 – 15 August 2002	CSM-0220-HK

Certified Customer Relationship Management (CRM) Director (HK\$18,000)	
21 – 22 November, 2002	CRMD-HK029

ASIA PACIFIC CLASSES

Certified Call Center Manager (US\$1,200)		
Date	Country	Course Code
August 13-14, 2002	Malaysia, Kuala Lumpur	M0214MA
August 20-21, 2002	Singapore	M0225SG
September 3-4, 2002	Philippines, Manila	M0269PH
September 10-11, 2002	China, Guangzhou	M0236GZ
September 24-25, 2002	Taiwan, Taipei	M0247TW
October 8-9, 2002	China, Beijing	M0248BJ
October 22-23, 2002	China, Shanghai	M0271OSH

Certified Call Center Professional (US\$750)		
Date	Country	Course Code
August 15-16, 2002	Malaysia, Kuala Lumpur	P0214MA
August 22-23, 2002	Singapore	P0225SG
September 5-6, 2002	Philippines, Manila	P0269PH
September 12-13, 2002	China, Guangzhou	P0236GZ
September 26-27, 2002	Taiwan, Taipei	P0247TW
October 10-11, 2002	China, Beijing	P0248BJ
October 24-25, 2002	China, Shanghai	P0271OSH

COURSE REGISTRATION

Company: _____

Address: _____

Contact Person: _____ Email: _____

Phone: _____ Fax: _____

Name & Title	Telephone	Email	Course Code
1.			
2.			

Once registered, no repayment will be made. However, replacement is welcome at no extra cost. Please make cheque payable to "Hong Kong Customer Service Consortium Ltd" and send to 9/F, Surson Commercial Building, 140-141 Austin Road, TST, HK.

Co. Chop and Signature _____

Date _____