

**ONE DAY TO TRANSFORM
A WHOLE YEAR**



In association with
socap
for customer service professionals | europe



LOYALTY BEYOND REASON

A one-day conference on securing customers for life

Cranage Hall, Cheshire, Thursday 24th November 2011

www.b2binternational.com

MARKET RESEARCH WITH INTELLIGENCE

Americas | EMEA | Asia-Pacific



**B2B International is pleased to announce its
Loyalty Beyond Reason 2011 conference.**

Featuring some of the world's leading speakers on customer experience and loyalty, this interactive, full-day conference will introduce attendees to many crucial – but easy-to-instantiate – concepts which can help you attract and maintain your most profitable customers.

We'd like to think that this could be the single-most important event you attend this year; or, if you like, the one day in 2011 that could transform the fortunes of the whole of 2012.



SCHEDULE

9.00: Welcome and Introduction by Nick Hague, Chairman, B2B International

9.30: Addictive Customer Experiences by Chris Daffy

Customers today have higher expectations and less patience than ever before. A new approach to customer service is therefore necessary for success. This session will focus on the benefits of creating Addictive Customer Experiences – the kind of experiences that customers will love and want more of. It will demonstrate how certain small, simple actions can have a hugely positive impact on customer loyalty, and how, if ignored or overlooked, they can be extremely damaging. It will also show how to effectively embed this new thinking into any organisation.

Featured Guest Speaker:

Mike Price – Systems that Serve

11.00: Morning Break

11.30: Culture of Service by Jane Schofield

You can't consistently deliver excellent service to customers if your employees are not receiving excellent service from colleagues. To be a great company for customers to do business with, you first need to be a great company in which to work. In this session, you will learn how to create a culture of service that results in a great working environment, high morale, top performance and delighted customers.

Featured Guest Speaker:

Adrian Colman – Making Great Service 'Business as Usual'

1.00: Lunch

2.00: Voice of the Customer by Tim Poyntz

Any organisation not continually gathering feedback from customers will focus more and more time, effort and resources on things that mean less and less to customers. For sustainable success, it is therefore essential to find ways to have the 'voice of the customer' ringing in the ears of all employees as they go about their daily work, to ensure they are always doing what their customers want them to do. In this session, you will learn how, through the use of the latest technology, this is both easy and cost effective to achieve.

Featured Guest Speaker:

David Buck – Focusing on Service to Drive Business Transformation

3.30: Afternoon Break

4.00: Question Time - Expert Panel Q&A

An interactive end to the conference with the chance to quiz our panel of experts on the day's discussions and learnings.

5.00: Sum Up and Close

SPEAKERS

Chris Daffy

Chris is one of the UK's best-known customer service fanatics who has spent the last two decades focusing on helping organisations around the globe to understand how the latest customer service techniques are used to create business growth, customer loyalty, differentiation and sustainable competitive advantage. Some of his better-known clients include: Barclaycard, DHL, JCB, Toyota and Unilever.

Author of two bestselling books - 'Once a Customer - Always a Customer' and 'How to WOW your Customers' – Chris is also a Companion of The Institute of Customer Service and founder of The Marketing Group, The Feedback Factory, The Academy of Service Excellence and The Leadership Forum.



Jane Schofield

A seasoned conference speaker, Jane has worked in the hotel and conference industry for her whole career. She spent 12 years as Sales and Operations Director for Hayley Conference Centres, during which time she developed a programme called "The Hayley Way", which completely changed the way in which the company recruited and communicated with employees. This resulted in employee turnover reducing from 72% to 33% in two years. With 600 employees throughout the group, this also meant initiating and managing a huge change in employee habits, which, in turn, dramatically improved customer loyalty and profit.



Tim Poyntz

Tim is Managing Director of CustomerImpact, a consulting firm with an exclusive focus on performance management and customer intelligence. CustomerImpact specialises in the design and deployment of customer enterprise feedback programs and dynamic dashboards to provide strategic insights that help clients to optimise their customers' experiences and increase their loyalty.

Prior to co-founding CustomerImpact, Tim held senior consulting positions with Customersat, eLoyalty, TCA and Totale, and today has more than 20 years' experience of helping global companies across various industries to improve customer relationship management and raise customer value through improved customer insight, relevance, satisfaction and operational excellence.



ABOUT B2B INTERNATIONAL

B2B International is the leading global business-to-business market research consultancy. Experts in customer retention and maximisation through many years of customer satisfaction and loyalty research, we also offer the full range of b2b research services – from branding and product development through to pricing research and segmentation studies – all with the ultimate aim of helping our clients to grow their organisations.

COST OF ATTENDING

Participation at this full-day conference is £295 per person, including lunch and refreshments. Discounts are available for early-bird and multiple bookings.

Special room rates are available for participants wishing to stay overnight at Cranage Hall. To secure your accommodation, please contact Michelle Green at Cranage Hall on 01477 536794, quoting reference: B2B.

HOW DO I REGISTER?

To secure your place at this unique one-day conference, to be held on Thursday November 24th 2011, please call **B2B International** on **0161 440 6000** or visit www.b2binternational.com/nov2011 to fill in an online booking form.

Should you wish to reserve overnight accommodation at the venue, please contact Michelle Green at Cranage Hall on 01477 536794, quoting reference: B2B.

**Book now to avoid disappointment.
Limited places available.**

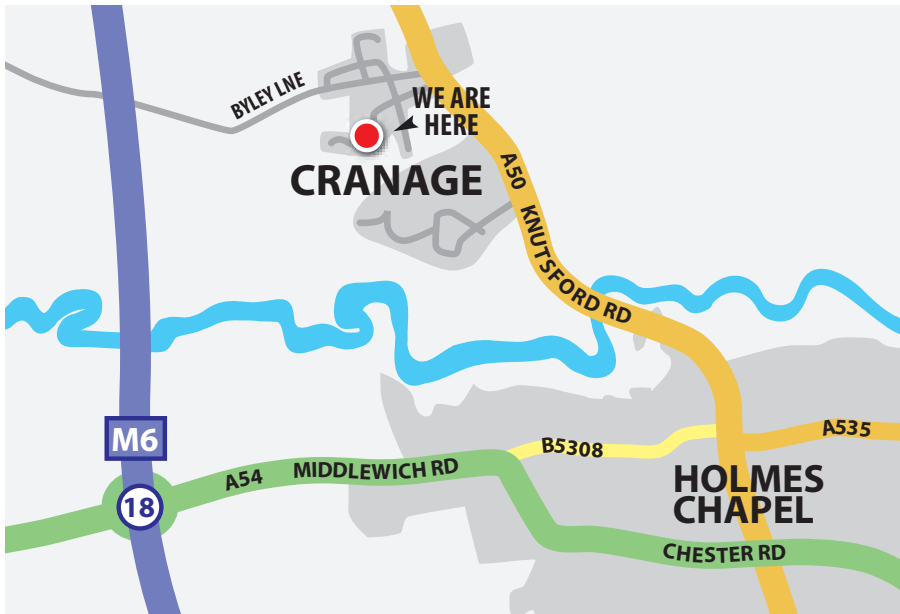




THE VENUE

Cranage Hall is a beautiful property set in the middle of the Cheshire countryside. It is conveniently located just 35 minutes from Manchester city centre and 25 minutes from Manchester Airport. Twenty-eight meeting rooms all with audio-visual technology, 150 fully-equipped guest bedrooms, and restaurant and leisure facilities, combine to make this the perfect venue for our conference.

Cranage Hall Venue, Byley Lane, Cranage, Holmes Chapel, Cheshire CW4 8EW



Please visit www.cranagehallmanchester.co.uk for more information.

B2B INTERNATIONAL HEAD OFFICE

Bramhall House | 14 Ack Lane East
Bramhall | Stockport | Manchester
England | SK7 2BY

tel: +44 (0)161 440 6000

fax: +44 (0)161 440 6006

email: info@b2binternational.com

www.b2binternational.com

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