

Valuing Consumer Emotions:

How do trust and corporate culture influence the consumer?



SOCAP 13th Annual Conference

27-29 August 2003

The Novotel

Brighton Beach

SYDNEY

KEY SPONSORS



Commonwealth Bank



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Conference designed and organised by Consumer Affairs Professionals for Consumer Affairs Professionals

About the conference

SOCAP invites you to its 13th Annual SOCAP Conference which will focus on consumer emotions and how trust and corporate culture affect consumer emotions.

A number of international speakers will present the global business view, while Australian speakers will present local views on consumer emotions, trust and corporate culture. Conference delegates will take away the latest information to incorporate into their organisations' business plans and practices. For companies this can result in the competitive edge for which we're all looking.

We hope you will participate in this unique conference which has been designed and developed specifically for consumer affairs professionals by consumer affairs professionals. Through research, we have identified the issues that are important to you and have incorporated them into the program. The conference is also an ideal setting to exchange ideas and experience with other consumer affairs professionals.

We'd like to take this opportunity to thank our sponsors and partners for their contribution to the program.



SOCAP – bringing consumer affairs professionals together for the benefit of their organisations and their customers through the commitment to quality, customer service, choice, information and redress.

SOCAP is a not for profit organisation.

WEDNESDAY 27 AUGUST

OPTIONAL WORKSHOP

1:30 pm – 4:30 pm

Current best practice, standards and self-assessment in complaints management

This workshop will provide a round-up of the latest research from around the world on what constitutes best practice in feedback and complaints systems, looking not only at processes but also at costs and outcomes.

With ISO10018 scheduled to emerge as an international standard for complaints handling in mid 2004, the workshop will compare AS4269 and the draft ISO10018, highlighting areas of overlap and some interesting differences in emphasis and content.

Participants in the workshop will use multi-dimensional process review tools based on both AS4269 and ISO10018 to assess the current status of their organisations' systems. This self-assessment toolkit will provide each participant with a useful take-away to guide evolution and investment in their own processes post-workshop.

This workshop will be hosted by Listening Post Pty Ltd, a new Australian company offering focused consulting and software services in complaints management. The Listening Post team includes Professor Francis Buttle, a world-leading researcher and authority on CRM and customer feedback systems.

EVENING

5:30 pm – 7:30 pm

Cocktail Party – Meet the Policy Makers and Regulators

An invaluable opportunity for SOCAP members to talk to leading policy makers and regulators in an informal and sociable setting.

CONFERENCE PARTNERS



Association of Superannuation Funds of Australia



Australian Food & Grocery Council



Energy and Water Ombudsman (Victoria)



Australian Banking Industry Ombudsman



Australian Securities & Investments Commission



Energy and Water Ombudsman NSW



Australian Competition & Consumer Commission



Commonwealth Ombudsman



La Trobe Law



LEADR



Australian Dispute Resolution Association



Consumer Affairs Victoria



Telecommunications Industry Ombudsman



Department of Fair Trading NSW

8:15 am Conference Registration

8:50 am Welcome Address – Belinda Davoren, President of SOCAP

9:00 am Official Opening by the NSW Minister for Fair Trading, the Honorable Reba Meagher

9:15 am Realising the Potential of Unlocking Emotions – Branding your Customer Service

Two 21st century business ideas have emerged that must be understood and then acted upon:

- 1) Emotional intelligence is a prerequisite for success in today's service experience economy; and
- 2) Service delivery and sales are closely linked.

Dr Janelle Barlow, author of *A Complaint is a Gift and Emotional Value*, will show how utilising the power of customer emotions involves a series of best practices, including:

- 'On brand' or 'off brand'. The wrong choice can be very costly
- Building tolerance and trust among customers
- Creating a receptive attitude towards complaints passed up the line in your organisation

10:30 am Morning tea

10:50 am Consumer emotions – Implications for the bottom line. The next steps

The SOCAP Consumer Emotions Study has been innovative and revealing in terms of the behavioural consequences of consumers' experiences with products and services and their service delivery.

A deeper understanding of consumer emotions helps us to:

- provide a brand equity measure
- go beyond satisfaction
- improve contact handling
- manage disengagement and defection

The exploration into emotional value extends existing customer satisfaction measures and increases our understanding of customer value and the consumer decision-making processes that bring about satisfaction, repurchase, recommendation and trust.

Wayne Croker is the Managing Director of Evaluate, a leading research consultancy in customer value measurement and strategic management.

Michael Edwardson is a consumer psychologist, Managing Director of Psychologica and Lecturer in Marketing at UNSW.

11:35 am Consumer affairs in the UK and Europe from the perspective of companies, consumers and SOCAP

With Governments legislating to create informed, empowered customers, enabled to exercise choice, with consumer affairs being part of the National Curriculum in schools, and multi-channel customer access now de rigueur, whether the role of the consumer affairs professional? Why do consumer associations think that British companies hate their customers? Who are the global village idiots – consumers, companies or the legislators?

Cyril Gates, Executive Director of SOCAP UK, presents a sideways glance at the issues and challenges, and asks whether the current approach is the most effective at a time of unprecedented global and business turbulence. Should SOCAP be the code makers or the code breakers?

12:15 pm Lunch

1:30 pm Afternoon Parallel Session 1

A Crisis Management Simulation

In the event of a product recall, your systems need to run like clockwork – from the physical removal of the product to

the media, customer, stakeholder and staff communications. It takes years to build a positive reputation, but it can be destroyed in days.

The best way to make sure your company isn't involved in one of the 300 Australian product recalls each year is rigorous preparation and constant testing of the crisis management plan.

These practical sessions will outline the key issues for every manufacturer and will show you how to successfully manage a crisis.

This workshop will be facilitated by:

Larry Platt – President, RQA Inc, with over 30 years of experience in the foods, beverage, HBA and OTC drug industries. He founded RQA Inc. in 1989.

Peter Holtmann – Director Business Development, RQA Asia Pacific, with 11 years experience in consumer products including the global food industry.

Patrick Weaver – Vice President, Fleishman-Hillard Stratcom, with 25 years as a senior communications executive and journalist.

B Consumer Emotions: Findings & Implications

This workshop explores the next steps identified in our research into understanding of the emotional elements that affect satisfaction and customer value.

Customer interactions and service strategies are at the forefront of contemporary marketing thinking. How do we use consumer emotions to improve satisfaction?

The SOCAP Consumer Emotions study provides a textured understanding of the consumer experience and furthers our shared understanding of emotional value.

Wayne Croker is the Managing Director of Evaluate, a leading research consultancy in customer value measurement and strategic management.

C Vulnerable Consumers – Letting off steam

Consumers can be vulnerable in many different ways and it is likely that vulnerable consumers will complain to your organisation. How do we identify vulnerable consumers? What do they want? Is it different from other consumers? Should we deal with vulnerable consumers as a special class of customers? As vulnerable consumers let off steam, should we spare a thought for the front-line staff who must deal with them? In his presentation, Chris will answer these questions and provide practical advice to delegates about how their organisation can deal with the expectations of vulnerable consumers.

Chris Field, Executive Director, Consumer Law Centre Victoria.

D How to Create and Measure Sustainable Customer Value

The workshop identifies and explores the organisational dynamics that are working against trust, commitment and confidence in our industries and organisations and how these dynamics are affecting key relationships with shareholders, customers, staff and suppliers – the very people who make our organisations and industries viable. The workshop will offer practical solutions for organisations, industry bodies and regulators on how to build and enhance trust, commitment and future confidence. Participants will emerge with a diagnostic framework they can apply to their own organisations and a toolkit of strategies that can be implemented to bring about best value leadership in consumer relations.

Jacqueline Kelly has more than 20 years experience at building and repositioning private and public sector organisations. Her knowledge is supported by extensive practical, hands-on implementation experience in a variety of settings, and sound academic research.

3:00 pm Afternoon tea

3:30 pm Afternoon Parallel Session 2

A – D repeated

5:00 pm Close Day 1

EVENING

7:30 pm – 11:00 pm

Conference Dinner and Presentation of the SOCAP Significant Contribution to Consumer Affairs Award

FRIDAY 29 AUGUST

8:50 am Day One Review, Belinda Davoren, SOCAP President

9:00 am What is influencing consumers today?

The 'ideal' Australian is someone who is friendly, fair, free spirited and fun loving. The expectation, though, is that Australia will become more and more American.

In an era when two-thirds of Australians think big companies have no morals or ethics, and therefore cannot be trusted, Australia Post and the ABC stand out as iconic exceptions. What does this tell us?

Brian Sweeney, Chairman, Sweeney Research, Consumer Research Consultants.

9:45 am Consumer Self-Identity: The Power of 'Self-Referent' Emotions

This presentation explores the role that self-identity plays in consumers' responses to service experiences. Self-referent emotions such as pride, embarrassment, shame, humiliation and self-satisfaction have powerful effects on consumers' self-esteem and feelings of loyalty or defection toward the service provider.

Michael Edwardson is a registered psychologist, Lecturer in Services Marketing and Organisational Behaviour at the University of NSW and he is Managing Director of Psychologica, a Corporate and Consumer Psychology Consultancy.

10:30 am Morning tea

10:45 am The Architecture of Privacy – three case studies

- How a "design-to-win" approach to a privacy code for biometrics helped the industry reconcile the double-edged sword of assured identity.
- Australia's first approved Privacy Code two years on. How it was built and what it meant for general insurers and their customers.
- To build or to renovate? A dilemma for direct marketers.

Scott McClellan has recently developed a Privacy Code for the Biometrics Institute of Australia. His work in code development and privacy spans over 10 years in Canada and Australia.

11:30 am Connecting with the Community – a new direction for the Australian Tax Office

Sustainable administration of revenue systems in Australia depends on maintaining community confidence that the operation of those systems is fair. For most taxpayers this translates as making the experience easier, cheaper and more personalised.

Michael Monaghan, First Assistant Commissioner of Taxation, Australian Tax Office Relations.

12:25 pm Lunch

1:45 pm Ethical Organisations

Eva Cox has transferred her interest in social capital to workplaces and other organisations and is now looking at the characteristics of ethical organisations. Both areas share the concept of trust building so we will look at what corporations need to do to be – and to be seen to be – trustworthy! This raises issues of how organisations promote ethics and responsibility as part of their core cultures.

Eva Cox is an activist and academic in Humanities and Social Science at the University of Technology Sydney (UTS).

2:30 pm Guiding Principles: Investing in people

Four years ago, BankWest implemented a comprehensive people reward and recognition program called the New Wave. At the heart of the program are 10 Guiding Principles that are directly linked to the bank's Vision and Mission and that serve as an important motivator for staff. BankWest was also the first bank in Australia to be credited as an Investor in People.

Chris Whitehead, Chief Executive of BankWest's Consumer Solutions division.

3:15 pm Create a winning environment

How many companies have an environment that facilitates winning?

It's fun to win. Find a company that likes to win, that celebrates the wins and discusses and mourns the losses. You'll likely be looking at a company that wins more than it loses. Find a company that leads rather than manages it's people and you will probably be facing a real competitor. At this company you will probably see a great work environment for many hard-working, passionate, top-performing people. In this environment people have a true opportunity to contribute, and are recognised and rewarded for it.

Our work is a huge part of our lives – isn't it worth trying to create a winning environment?

A mystery sporting identity.

4:00 pm Conference Close

FAX-BACK REGISTRATION 03 9650 6630

To register for the **SOCAP 13th Annual Conference (27-29 August 2003)**

ONE PERSON ONLY PER FORM PLEASE

COST ALL PRICES INCLUDE GST

| | | | |
|--|---------------------------------------|---------------|--------------------------|
| SOCAP Members | 1st Delegate from Organisation | \$1722 | Early Bird \$1350 |
| | Additional Delegate from Organisation | \$1469 | Early Bird \$1344 |
| Non-Members | | \$2167 | Early Bird \$1835 |
| Non-Member Special Offer – Conference & Membership for 2003 | | \$1850 | Early Bird \$1750 |

The conference registration fee covers all sessions, morning and afternoon teas, lunch on Thursday and Friday, the conference dinner, the pre-conference workshop and conference papers, which will be available on CD or via the Internet within a month of the conference closure.

PLEASE PROVIDE THE FOLLOWING INFORMATION

SOCAP member's name: _____

Your organisation name: _____

Name of person registering: _____

Title in organisation: _____

Contact address: _____ Postcode: _____

Email: _____ Phone: _____ Fax: _____

Any special dietary requirements: _____

I give permission for my name, title and organisation to appear on the Conference Delegates List

TAX INVOICE ABN 20058477017

Amount payable \$ _____ (Please choose preferred method of payment)

Cheque Mailed to **SOCAP, 5th Floor 167-171 Collins St Melbourne Vic 3000**

Credit Visa Bankcard MasterCard Amex Diners Club

Card number: _____ Expiry date: _____ / _____

Cardholder's name: _____ Signature: _____

PLEASE INDICATE IF YOU WISH TO ATTEND

- Wed 27 August – Pre-Conference **Half day workshop**
 Wed 27 August – Pre-Conference **Cocktail Party**
 Thurs 28 August – **Conference Dinner**

PLEASE CHOOSE ONE SESSION FROM DAY 1, PM SESSION 1

- 1A** Crisis Management Simulation
 1B Consumer Emotions: Findings & Implications
 1C Vulnerable Consumers – Letting off steam
 1D How to Create and Measure Sustainable Customer Value

PLEASE CHOOSE ONE SESSION FROM DAY 1, PM SESSION 2

- 2A** Crisis Management Simulation
 2B Consumer Emotions: Findings & Implications
 2C Vulnerable Consumers – Letting off steam
 2D How to Create and Measure Sustainable Customer Value

**EARLY-BIRD REGISTRATIONS
close Monday 14 July 2003**

**CONFERENCE REGISTRATIONS
close Friday 22 August 2003**

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, up to 14 days prior to the conference. A 50% refund of conference fees will be made provided a request for cancellation is received within 7 days prior to the conference. SOCAP regrets that a refund cannot be offered within 3 days prior to the conference.

WHY ATTEND THIS CONFERENCE

- This conference is for consumer affairs professionals designed and organised by consumer affairs professionals
- Learn from a range of presenters as they discuss issues affecting the relationship between consumers and organisations
- Practitioners from the public and private sectors relate what their organisations are doing to build successful relationships with consumers
- Leave with new ideas that you can implement in your own organisation to improve the way you deal with consumers
- Network with fellow consumer affairs professionals and key regulators
- Have fun learning
- The conference offers real value for money
- The conference registration price includes all pre-conference sessions, Cocktail Party and Conference Dinner. There are no hidden extras.

AIR TRAVEL

Qantas is pleased to support the SOCAP Annual Conference by offering up to 40% off the full Economy Class airfare, excluding taxes. The airfares are subject to availability at time of booking and conditions apply. Call 1800 684 880 and quote 3571746 to access these airfares.

These airfares offer a number of benefits, including the following:

- Tickets can be purchased up to the day of departure.
- Date changes are permitted at any time subject to class availability.
- Tickets are fully refundable up to three days prior to departure of the outbound flight.
- Delegates may travel up to seven days either side of the conference date.

If some of these benefits are not important to you, we recommend that you take advantage of the many discounted Qantas airfares available by calling Qantas on 131313 or visiting the Qantas website (www.qantas.com.au) to consider some of the latest website deals on offer. Discounts range from 15% – 60% discount off the full economy airfare.

PROGRAM CHANGES

SOCAP reserves the right to make changes in programs and speakers, or to cancel programs if enrolment criteria are not met or when conditions beyond its 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.

ACCOMMODATION

Rooms have been reserved at **The Novotel Brighton Beach** for conference delegates. Please phone reservations on 02 9597 7111 ext 175 or 112 and mention the SOCAP Conference to make your booking before Tuesday 12 August 2003. Rooms cannot be guaranteed after this date.



FOR MORE INFORMATION

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PRIVACY

Any information provided by you in registering for this conference is being collected by SOCAP and will be held in the strictest confidence. It will be added to our database and will be used only to provide you with further information about SOCAP events.