

# unlocking consumer thinking

what's driving consumer behaviour today?



**SOCAP** 12th

**Annual Conference**

16-18 October 2002

The Sofitel Hotel

23 Collins Street

MELBOURNE

## KEY SPONSORS



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

# About the conference

WEDNESDAY 16 OCTOBER

SOCAP invites you to its 12th Annual Conference which will focus on the drivers of consumer behaviour. What are consumers saying? What are the implications for business and other organisations? What does the future look like? Can we predict consumer behaviour?

A number of international speakers will present the global business view and Australian speakers will present local views on consumer behaviour. Conference delegates will take away the latest information to incorporate into their organisations' business plans and practices. For companies this will result in the competitive edge which we're all looking for. For the non-corporate sector it will provide benchmarks to measure client service practices.

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 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. Without their support the conference would not go ahead.

## OPTIONAL HALF DAY WORKSHOP

1:30 pm – 4:30 pm

### “Unlocking the Door to Good Customer Relations – Connecting with your Customer”

Presented by Trevor Slater, Case Manager, Financial Industry Complaints Service (FICS), formerly Negotiations Manager, AMP Ltd. SOCAP received rave reviews when Trevor presented this workshop in London for SOCAP UK.

## 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.



**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.

## CONFERENCE PARTNERS



Association of Superannuation Funds of Australia



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Energy & Water Industry Ombudsman NSW



Australian Competition & Consumer Commission



Commonwealth Ombudsman



Society for Organisational Learning Australia



Australian Dispute Resolution Association



Consumer Affairs Victoria



Telecommunications Industry Ombudsman

**8:15 am Conference Registration**

**8:50 am Welcome Address**

**9:00 am Customer Service: What's new and what's hot? – the UK Experience.**

Chris Daffy, the UK's number one speaker on customer service and strategy. Chris Daffy has his finger on the pulse of Customer Service in the UK and he will share his experiences from extensive work with clients. Be prepared to be shocked, intrigued, amused and enlightened.

**10:30 am Morning Tea**

**10:50 am Customer Contact Centres – International Benchmarking.**

Peter Bloom, President and co-founder of the Customer Operations Performance Center, known as COPC, USA.

COPC is the world's leading authority on customer contact centre operations. For more than five years COPC has been assisting clients around the world to develop and execute high return on investment operational improvement strategies for contact centres.

Peter will share with you International Benchmarks created from COPC's work with 400 organisations in 30 countries.

**11:35 am Consumer Trust – gaining and maintaining consumer trust.**

Jillian Mercer, Mercer Management Consulting Services.

Trust – trust that your business will deliver reliable products, processes and service – is the key indicator for customer loyalty. Customer disappointment, when you do not deliver, is the cancer to your customer's loyalty. In this session, learn how to gain actionable input from your customers rather than feelgood feedback; and, to build your service processes to ensure that customers are not disappointed.

Jillian Mercer is considered an Australian expert on customer focus. She is regularly quoted in the media, most recently in the Financial Review's BOSS Magazine, the BRW, the Herald Sun, and Business News.

**12:15 pm Lunch**

**1:30 pm Afternoon Parallel Session 1**

**A**

**Customer Contact Centres – Co-Sourcing – The world wide Experience.**

Bobby Ferrante, Senior Vice President, Sales and Marketing, Source One Communications.

Source One seamlessly link geographically distant locations to create a global network of contact centers. This integrated system provides comprehensive business solutions to a number of organisations.

Bobby will explain what co-sourcing can mean to your business and the benefits which can be derived from this business option. Clients who have benefited from using co-sourcing as a business solution include Sony, JVC, and Minolta.

**B**

**Employees – Reward and Recognition.**

Glen Hoppo, Manager Customer Services, SA Water.

Glen is well known for his expertise in developing skills programs for People Management, Team Development and Cultural Change. He has extensive experience in Private Industry, State Government, and Local Government, and has studied best practice management techniques in Australia, the US and Europe.

In this session Glen will discuss established motivation theories and their relevance to the reward and recognition programs in organisations. He will present practical examples, and question current approaches to reward and recognition.

**C**

**Complaint Management Systems – Evaluation & Monitoring.**

This session will explore how to evaluate and monitor an internal complaints management system.

Tania Sourdin, the newly appointed Professor of Law and Dispute Resolution at La Trobe University in Melbourne, will explain the theory and facilitate discussion between the following experts in the field.

- Panel:
- Liz Reedy, Quality Services Coordinator for NSW StateRail Customer and Government Relations Unit. Liz will discuss the issues involved in evaluating and monitoring the StateRail customer feedback system including the research conducted with StateRail customers.
  - Andrew Taylor is the Managing Director of Satisfy, and has ten years' experience of implementing complaint handling solutions in large organisations. Andrew will discuss ways of measuring the effectiveness of the complaint handling process. The discussion will focus on the need for organisations to establish clear objectives for complaint-handling, shared by all stakeholders.

**D**

**What's Driving Consumer Behaviour Today? A Regulatory Perspective.**

In this session you will hear presentations from three key consumer affairs regulators on what they believe is driving consumers in 2002.

Chair: Sitesh Bhojani, Commissioner Australian Competition and Consumer Commission

- Panel:
- Peter Kell, Director, Office of Consumer Protection, ASIC.
  - Dr David Cousins, Director, Consumer Affairs Victoria
  - Judy Hughes, Deputy Commissioner, Office of Consumer and Business Affairs South Australia

**3 pm Afternoon tea**

**3:30 pm Afternoon Parallel Session 2**

To allow conference delegates to attend more than one parallel session the four sessions (A – D) will be repeated

**5 pm Close Day 1**

**EVENING**

**7:30 pm – 11 pm**

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

8:00 am **AGM**

8:50 am **Welcome Address**

9:00 am **What is influencing consumers today?**

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

Brian will talk about customers' attitudes to corporations and organisations in terms of trust, service, accessibility, and loyalty and will define the elements that differentiate. The information given will be based on the extensive research conducted by Brian over the past ten years.

9:45 am **Consumer Trust. A Banking Perspective: What our customers have told us. What we are doing about it.**

Bill Robinson, Customer Advocate of the ANZ Banking Group.

Bill will outline recent initiatives by ANZ aimed at "Restoring Customer Faith" which includes programs of cultural change within the Bank and a number of initiatives which are aimed at more effective complaint resolution.

10:30 am **Morning tea**

10:45 am **Dealing with querulant complainants. What can organisations do to minimize the cost and negative impact on the organisation of a querulant complainant?**

Professor Paul E Mullen is the Professor of Forensic Psychiatry at Monash University, Medical School and Clinical Director, Victorian Institute of Forensic Mental Health.

He is an expert on querulous complainants. We know who they are, how they were 'grown' and now we need some practical advice on how to handle them.

11:30 am **Customer-Satisfaction: The impact of Human Resource Management in Your Organisation.**

Miles Overholt of Riverton Management Consulting, USA.

Miles will present the outcomes of the research undertaken by the Human Resource Planning Society in the US in which HR executives were asked to identify their companies' general business strategies, the specific customer-focused strategies and the HR practices and policies that supported these strategies. The HR executives also discussed the specific programs that supported a customer-focused strategy, shared innovations that they have introduced to their companies and identified the major issues that fostered or discouraged customer-focused employee behaviour.

12:25 pm **Lunch**

1:45 pm **Consumer Research: Making it work for you. In this session these two top researchers will explain how you can get the most value out of your research projects.**

Michael Edwardson is a lecturer in the School of Marketing at the University of New South Wales where he lectures in Consumer Psychology, Services Marketing and Organisational Behaviour in Services. He is Course Director of the Graduate Certificate in Media Sales (School of Marketing), and is an Honorary Associate of the Masters of Psychology (org) program in the School of Psychology at UNSW.

Ralph Simpfendorfer is the Managing Director of TMI Australia and renowned for his work in publishing Complaints Culture Surveys for both Australia and internationally.

2:30 pm **Debate "Customers should be seen but not heard".**

Facilitated by Jon Faine, Morning Programme Presenter, 774 ABC Melbourne:

*Arguing for the affirmative* will be Chris Field, Executive Director of the Consumer Law Centre of Victoria and Denis Nelthorpe, consumer advocate and Director of D.Nelthorpe Consulting Pty Ltd.

*Arguing for the negative* will be Rosie Rowe, Manager Compliance and Consumer Safeguards for SingTel Optus Pty Ltd and Chris Whitehead, Chief Executive BankWest Customer Solutions

3:15 pm **Capitalizing on Complaints: Insights into handling consumer complaints**

Dr Jane Goodman-Delahunty, JD, PhD, Associate Professor of Forensic Psychology in the School of Psychology at the University of New South Wales.

Jane will divulge how to unlock consumer thinking with regard to complaints handling. Is complaints handling a major key to understanding consumer behaviour?

From extensive research with emphasis on an evidence-based psychological approach Jane will provide the three key elements which must be present in an organisation to create an atmosphere and a system that promotes consumer complaints. Thus you will find your insight.

4:00 pm **Conference Close**

