



BORNEO
INTERNATIONAL
CUSTOMER
& EMPLOYEE
EXPERIENCE
SUMMIT 2018



“ **DIGITAL READINESS IN CREATING GREAT CUSTOMER & EMPLOYEE EXPERIENCES FOR SERVICE SECTORS** ”

GOVERNMENT AGENCIES • HOSPITALITY • TOURISM • HEALTHCARE



Exclusive Masterclass in Customer Experience by :

Daniel Ord CCXP

Global CX Expert
Associate Faculty OYAGSB



Special Appearance :

Jonathan Low CSP PCC

Global Speaker, Executive Leadership & Success Coach, Author
Associate Faculty OYAGSB



Dr. Frank J Peter
Digital Marketing Guru
Associate Faculty OYAGSB



Amelia Ooi
LinkedIn
LinkedIn



Amelia Tan
GoodKredit
GOODKREDIT



Rayyan Irwan
Domino's
Domino's



Emiliawati Zainol
HR Expert
Q3 Management Solutions
Q3 MANAGEMENT SOLUTIONS



Shree Bala
DHL
DHL



Lingson Lechamanan
Shell Academy
Shell

IT'S ALL HAPPENING AT KUCHING, SARAWAK! DON'T MISS THIS OPPORTUNITY TO CATCH DANIEL ORD AND 9 OTHER GREAT SPEAKERS IN ACTION.

WORLD CLASS LEARNING MADE SO AFFORDABLE

THE BORNEO INTERNATIONAL CUSTOMER AND EMPLOYEE EXPERIENCE SUMMIT 2018

PROGRAMME OVERVIEW

Digital transformation - the buzzword, in how organizations need to make a lot of changes in the way they do business and has been always linked with satisfying customer needs. But too often, there is another group that is ignored to the detriment of digital transformation efforts – employees. There is, however, an undeniable link between employee experience and customer experience. Companies that lead in customer experience have 60% more engaged employees and study after study has shown that investing in employee experience impacts the customer experience and can generate a high ROI for the company. See infographic below:

THE BICEES 2018 IS ALL ABOUT DIGITAL TRANSFORMATION AND READINESS IN CREATING EXCEPTIONAL CUSTOMER AND EMPLOYEE EXPERIENCES.

TARGET AUDIENCE & LEVEL

GOVERNMENT AGENCIES • HOSPITALITY • TOURISM • HEALTHCARE

- **Masterclass**
Limited to only 50 seats on a first come basis. The masterclass is targeted to team leaders who are in Customer Service, Sales and Marketing, Human Resources and hold positions of Managers and above.
- **Summit**
The 1 day summit has a maximum 100 seating is open to all levels of employees. Ideally the participant will be working in frontline Customer Service, Call Centre operations, Sales and Marketing ; Digital Marketing, HR and Business Development

PAYMENT DETAILS

Payment to be made to : Universiti Utara Malaysia
Bank : Bank Islam Malaysia Berhad
Account Number : 02093010000010

Kindly email proof of payment to : saharah@uum.edu.my

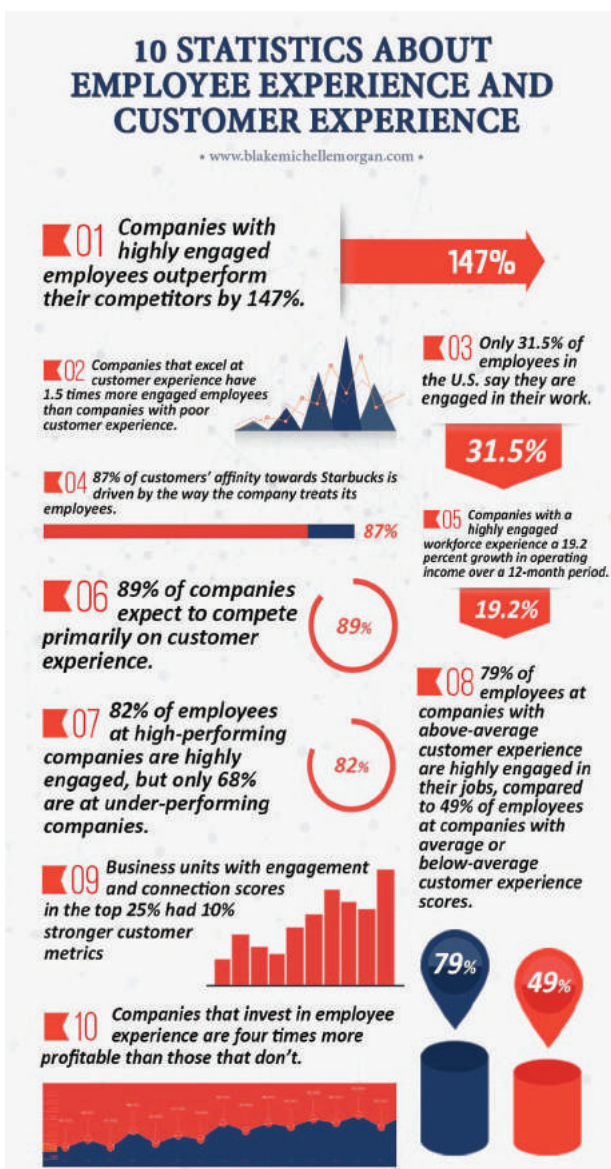
CONTACT DETAILS

Mr Badrie Abdullah
Director
Corporate Executive Education and Development
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 Sintok, Kedah Darul Aman
Tel: 017-369 1386 / 04 – 928 7156 Fax: 04 – 928 7160
Email: badrie@uum.edu.my or saharah@uum.edu.my
Website: www.oyagsb.uum.edu.my

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PROGRAMME AGENDA

DAY 1 : 24 APRIL 2018



Download Speaker's profile & presentation topics at www.oyagsb.uum.edu.my

Exclusive Masterclass in Customer Experience by :

Daniel Ord CCXP

Global CX Expert
Associate Faculty OYAGSB

8.00 am - 4.00 pm

“Differentiating the Brand Experience through Customer Experience”

DAY 2 : 25 APRIL 2018, 8 AM - 6 PM

Rayyan Irwan
Domino's

8.15 am - 8.55 am

“Domino's - How Going Digital had help Learning at The Speed of Business”

Shree Bala
DHL

9.00 am - 9.45 am

“Customer Experience The DHL Way”

Morning break
10.00 am - 10.15 am

Emiliawati Zainol
HR Expert
Q3 Management Solutions

10.20 am - 10.50 am

“Treat Your Employees like Your Best Customers”



11.00 am - 12.00 pm

Special Appearance :
Jonathan Low CSP PCC
Global Speaker, Executive Leadership & Success Coach, Author
Associate Faculty OYAGSB

Lunch break
12.15 pm - 1.30 pm

“Real Customer Care with EQ”

Amelia Ooi
LinkedIn

1.40 pm - 2.20 pm

“The Importance & Impact of Corporate Branding & Recruitment going social”

Amelia Tan
GoodKredit

2.30 pm - 3.00 pm

“E-commerce & The Customer's Journey”

Tea break
3.10 pm - 3.30 pm

Dr. Frank J Peter
Digital Marketing Guru
Associate Faculty OYAGSB

3.40 pm - 4.45 pm

“Using Google for Digital Marketing”

Lingeson Lechamanan
Shell Academy

5.00 pm - 5.30 pm

“Employee Engagement through Learning - The Shell Experience”

Certificate of Completion Presentation - Closing
5.40 pm - 6.00 pm

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24 & 25 APRIL 2018 THE WATERFRONT HOTEL, KUCHING SARAWAK - MALAYSIA

PROGRAM FEE TABLE

*Masterclass limited to 50 seats only

Industry	Masterclass* & Summit Fee per participant (pp)	Attend Summit only Fee per participant (pp)
Government Agencies, GLCs & Academia	1- 2 Participants RM1100 pp	1-2 Participants RM600 pp
MAH Members , Sarawak Tourism Federation Member	3 & above RM900 pp	3 & above RM500 pp
Others	RM1500 pp	RM700 pp



****Participant fee is not inclusive of 6% GST.**

Programme fee maybe claimed back under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.

REGISTRATION FORM

Please email registration form to : saharah@uum.edu.my

Details of Registrants (You may also email the Registrant details)

Name of Participant :	
IC / Passport Number :	Contact Number :
Email Address :	
Organisation Name & Address :	
Name of Person in Charge (Authorised to sign form and email address)	
Total Fee Payment (Please refer to Programme Fee Table)	

CANCELLATION POLICY AND POSTPONEMENT OF PROGRAMME

Because attendance at this programme requires significant advance preparation, refunds are not permitted. Invoice once issued cannot be cancelled except for exceptional reasons. Registrants who cancel less than 7 days in advance may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations.