



**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

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- **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

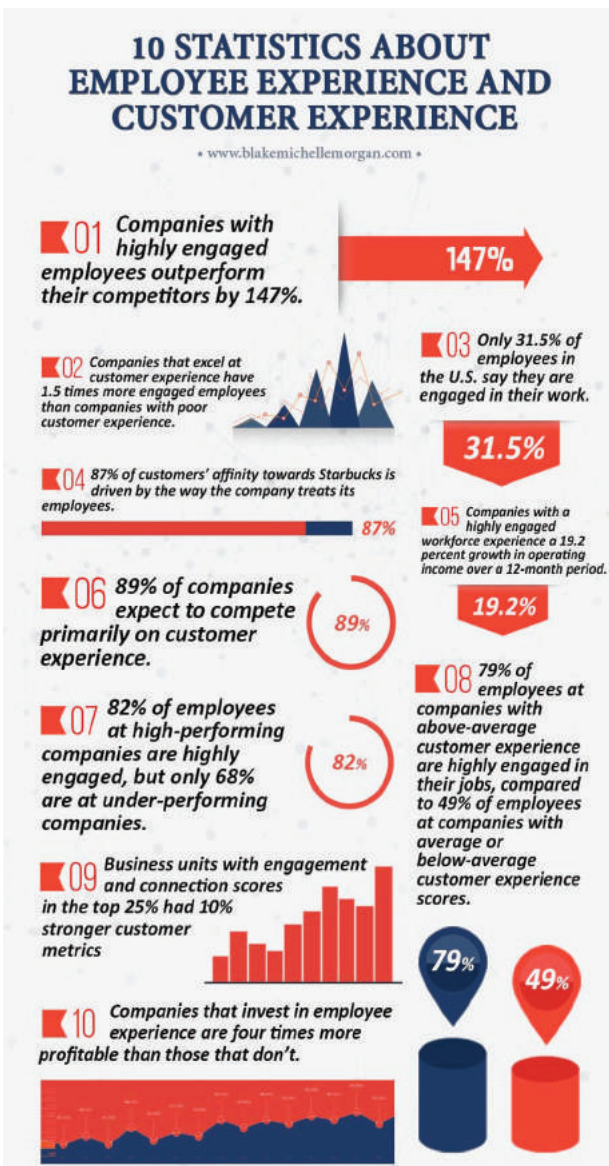
### CONTACT DETAILS

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](http://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



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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.