Discovery Sessions â€“Strategic Engagement, adding value to your bottom line

- Featuring speakers and industry leaders David Helvadjian, Karl Treacher & Ana Gelemanovic

As markets becomeincreasingly competitive and the need to maintain profit margins escalates,organisations are looking toward customer connection as a key source ofcompetitive advantage.

"The philosophy of Customer Centricity has beenpart of the business landscape for some time now. However, with a moredemanding customer base, this concept is now evolving into a strategic platformfor businesses to differentiate themselves in a tight market." Said Jason Aitkens, Program Producer.

Leveraging the powerof the Value Zone, the connection between customer and employee, can be apowerful tool to deliver real value to the bottom line.

The key to realising the value in theemployee-customer encounter is to bring together parts of an organisation thatoften dont interact at all: HR and Customer Relationship Marketing. Onlywhen those come together can the base of engaged employees be directed to theemotional drivers that really matter to your customers. Thats whensuperior profits and business performance are realised. Commented, David Helvadjian, Associate Partner,Gallup organisation.The industry expertsrepresenting companies such as Hallmark, Gallup and Brand Behaviour, willexplore the Human Sigma metric, psychology of coming to work, the value andimpact of the brand, and will justify the reasons to invest in your employeesand work environments. The program will be held in Melbourne on the 15thMay and Sydney on the 17th May 2012. Join the delegate list whichcurrently includes attendees from Ernst& Young, Bupa, Toyota, Westpac, NRMA, Foxtel, ING, Bunnings Group andDeloitte

"Only 2% of how people feel about a brand comesfrom advertising, and up to 70% from a brand experience. Why then do marketingbudgets monster customer experience budgets. In 20 years the business communitywill look back and laugh."Said, Karl Treacher, MD Brand Behaviour.

Aboutthe Human Group

HumanGroup Pty Limited is a leading Australian Human Capital Management Company,with their Asia-Pacific Headquarters based in North Sydney, Australia. Thegroup specialise in managed services for Learning, Performance & Talent andhave exceptional experience in Project Event Management for large scale changeinitiatives worldwide for blue chip clients. The company is recognised as anindustry leader for corporate procurement solutions that assist clients toeasily manage Training Reservations, Venue Hire Reservations and EventRegistration.

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AboutDiscovery Sessions

Aspart of the Human Groups commitment to supporting our partners in Australia,we are delivering a series of Discovery Sessions. These are designed to connectyou with key industry influencers to share knowledge and experiences, in orderto discover Best Practice.

Website:http://www.mytraining.net/discovery

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