

美國運通呈獻：中小企優質服務致勝之道培訓系列
American Express presents: "Quality Services" Training Series

報名表格
Enrolment Form

注意事項:

1. 鑑於座位有限，秘書處未能確保所有遞交報名表格的商戶均能參與是次活動。秘書處保留最終決定權。
2. 請於 **8月4日以前** 報名。座位有限，以先到先得形式處理。
3. 成功報名後，聯絡人將會收到秘書處發出之確認通知。
4. 秘書處保留更改嘉賓講者名單之最終權利。
5. 閣下所提供的個人資料只作此培訓報名用途、我們將不會把資料保留或儲存。
6. 惡劣天氣安排：
上午之研討會：如上午七時或之後八號颱風訊號/黑色暴雨警告仍然懸掛，當日上午之研討會將自動取消，秘書處將於日後另行通知參加者改期事宜或其他安排。
下午之研討會：如上午十一時或之後八號颱風訊號/黑色暴雨警告仍然懸掛，當日下午之研討會將自動取消，秘書處將於日後另行通知參加者改期事宜或其他安排。

Remarks:

1. Due to limited seats available, QTS Secretariat does not guarantee all enrolled members can participate in the sessions. QTS Secretariat reserves full right in registration arrangement.
2. Only the registrations for the Seminars received **on or before 4 August 2014** will be processed. Registration is on a first-come-first-served basis.
3. Successful Registration: A confirmation letter/ email for entrance will be sent to your contact person.
4. QTS Secretariat reserves all rights of changes to speakers.
5. Personal data provided will be used for enrollment purpose only and will not be retained after this programme.
6. Adverse Weather Arrangements:
Morning Session: If Typhoon Signal No. 8 or above/ the Black Rainstorm Warning Signal is still hoisted at or after 7am on the date of the seminar, Morning Session of the seminar will be cancelled. Arrangements for the seminar will be notified at a later stage.
Afternoon Session: If Typhoon Signal No. 8 or above/ the Black Rainstorm Warning Signal is still hoisted at or after 11am on the date of the seminar, Afternoon Session of the seminar will be cancelled. Arrangements for the seminar will be notified at a later stage.

研討會（一）—「如何令高難度顧客變『長期粉絲』？」

主辦機構：美國運通國際股份有限公司

支持機構：香港旅遊發展局及優質旅遊服務協會

日期	2014 年 8 月 12 日(星期二)
時間	上午 9:30 – 下午 12:30 (登記時間: 上午 9:15)
地點	灣仔香港會議展覽中心演講廳 2
培訓顧問	Inno:vision Management Consulting Limited 資深管理顧問 — 江燕來先生
語言	廣東話
研討會內容	<ul style="list-style-type: none">• 一樣米養百樣人，不同類型、脾性的顧客，尤其是「高難度」的「麻辣」顧客 (Spicy Customers) 們，應怎樣分類，有效地加以應對？• 何謂「高難度」顧客，怎樣拆解他們在互聯網時代的最新投訴習慣和消費變化，有效發揮「麻辣」投訴處理妙法？• 如何自行降溫，克制個人情緒變化，臨危不亂，應付不友善或挑機的火爆「高難度」顧客？• 如何減低不必要的顧客傳媒投訴(Media Complaints) — 圓滑地處理「麻辣」顧客的不滿，成功地強化正面的服務體驗，以免得失客人，大量失客？• 如何令「高難度」顧客變「長期粉絲」，尤其是忠誠顧客，適當地補償客人損失？• 如何觀「高難度」顧客於微，飛快識穿個別「麻辣」顧客特徵，加以對策，增加公司商機？

報名表格（傳真至 3007 1466）

截止報名日期：2014 年 8 月 4 日（星期一）

（請以英文填寫方便登記）

公司名稱：_____

聯絡人姓名：先生/女士 _____ 職銜：_____

電話號碼：_____ 傳真號碼*：_____

電郵地址*：_____

郵寄地址*：_____

*必須填寫以便發出確認通知。

QTS 商戶參加費用	每場首兩位免費
	額外每位 HK\$200

參加者資料：

1). 參加者：	2). 參加者：
職銜：	職銜：
3). 參加者：	4). 參加者：
職銜：	職銜：

American Express presents: “Quality Services” Training Series Seminar 1 – “Turning Difficult Customers into Loyal Customers”

Organiser: American Express International, Inc.

Supporting Organisations: Hong Kong Tourism Board and Quality Tourism Services Association

Date	12 August 2014 (Tuesday)
Time	9:30 am – 12:30 pm (Registration starts at 9:15 am)
Venue	Theatre 2, Hong Kong Convention and Exhibition Centre
Training Consultant	Mr Daniel Kong Corporate Consultant & Training Strategist, Inno:vision Management Consulting Limited.
Language	Cantonese
Content Highlights	<ul style="list-style-type: none"> • Different Strokes for Different Folks! Different Customer Types and Personalities, Especially the “Difficult” and “Spicy” Customers that require Different Classifications and Effective Handling Skills? • What are “Difficult” Customers? How to Decode the Latest Customer Complaints and Consumption Habits in the Internet Age, so that Effective “Spicy” Complaint Handling Approaches can be applied? • How to Cool Down Personal Temper, Control Emotional Ups and Downs, Stay Calm and Collected in order to Handle Unfriendly or Challenging, Explosive “Difficult” Customers? • How to Reduce Unnecessary Media Complaints filed by Customers through Handling Customer Dissatisfaction Tactfully in order to Strengthen Positive Service Experience to Avoid Offending and Losing Many Valuable Customers? • How to Turn “Difficult” Customers into “Long term Fans”, especially those Loyal Customers through Appropriate Customer Service Recovery? • How to Observe “Difficult” Customers through their Micro-expressions, Recognize the Unique “Spicy” Characteristics of Customers, so that these can be Tackled and Reduced in order to Gain more Businesses for the Companies?

ENROLLMENT FORM (Fax to 3007 1466)

Deadline: 4 August 2014 (Monday)

Company Name: _____

Name of Contact Person: _____ Position: _____

Tel. No : _____ Fax No*: _____

Email*: _____

Postal Address*: _____

** Must be provided for written confirmation.*

QTS Merchant Participation Fee	2 free seats
	HK\$200 per each additional seat

Participants’ Details *(Please submit the details in separate sheet should more than 4 seats are required.)*

1). Name: Job Title:	2). Name: Job Title:
3). Name: Job Title:	4). Name: Job Title:

美國運通呈獻：中小企優質服務致勝之道培訓系列 研討會（二）－「共贏鑰匙：品牌價值與顧客關係鏈」

主辦機構：美國運通國際股份有限公司

支持機構：香港旅遊發展局及優質旅遊服務協會

日期	2014 年 8 月 12 日(星期二)
時間	下午 2:30 – 下午 5:30 (登記時間: 下午 2:15)
地點	灣仔香港會議展覽中心演講廳 2
培訓顧問	通才顧問團董事總經理 — 李思明博士 (Dr. Jackia Lee)
語言	廣東話
研討會內容	<ol style="list-style-type: none">1. 品牌與品牌價值的分別2. 品牌價值構建<ol style="list-style-type: none">i. 品牌價值 - 優質服務及產品ii. 品牌價值 - 360° 形象iii. 品牌價值 - 售後服務3. 新世代中顧客關係鏈的重要性<ol style="list-style-type: none">i. 何謂顧客關係鏈?ii. 顧客關係與顧客關係鏈的分別iii. 顧客關係鏈的創意成功個案4. 顧客關係鏈的創新應用<ol style="list-style-type: none">i. 贏盡顧客的「六合心」ii. 留住顧客的「三步曲」iii. 達致共贏的顧客關係鏈

報名表格（傳真至 3007 1466）

截止報名日期: 2014 年 8 月 4 日（星期一）

(請以英文填寫方便登記)

公司名稱：_____

聯絡人姓名：先生/女士 _____ 職銜：_____

電話號碼：_____ 傳真號碼*：_____

電郵地址*：_____

郵寄地址*：_____

*必須填寫以便發出確認通知。

QTS 商戶參加費用	每場首兩位免費
	額外每位 HK\$200

參加者資料：

1). 參加者： 職銜：	2). 參加者： 職銜：
3). 參加者： 職銜：	4). 參加者： 職銜：

American Express presents: “Quality Services” Training Series

Seminar 2 – “The Keys to All-Win: Brand Values and Customer Bonding”

Organiser: American Express International, Inc.

Supporting Organisations: Hong Kong Tourism Board and Quality Tourism Services Association

Date	12 August 2014 (Tuesday)
Time	2:30 pm – 5:30 pm (Registration starts at 2:15 pm)
Venue	Theatre 2, Hong Kong Convention and Exhibition Centre
Training Consultant	Dr Jackia Lee Managing Director, Holistic Consultants Ltd.
Language	Cantonese
Content Highlights	<ol style="list-style-type: none"> 1. Differences between Brand and Brand Values 2. The formation of Brand Values <ol style="list-style-type: none"> i. Quality services and products of Brand Values ii. Total image of Brand Values iii. After sales services of Brand Values 3. The powerful Customer Bonding in this new Era <ol style="list-style-type: none"> i. What is Customer Bonding? ii. The difference between CRM and Customer Bonding iii. <u>The successful proven record of creative Customer Bonding</u> 4. <u>The application of Customer Bonding in an Innovative Way</u> <ol style="list-style-type: none"> i. Winning customers with six elements ii. 3 Steps to emotional bond your customers iii. All-win Situations of Customer Bonding

ENROLLMENT FORM (Fax to 3007 1466)

Deadline: 4 August 2014 (Monday)

Company Name: _____

Name of Contact Person: _____ Position: _____

Tel. No: _____ Fax No*: _____

Email*: _____

Postal Address*: _____

** Must be provided for written confirmation.*

QTS Merchant Participation Fee	2 free seats
	HK\$200 per each additional seat

Participants' Details *(Please submit the details in separate sheet should more than 4 seats are required.)*

1). Name: Job Title:	2). Name: Job Title:
3). Name: Job Title:	4). Name: Job Title:

美國運通呈獻：中小企優質服務致勝之道培訓系列 研討會（三）－「與職場新鮮人共贏」

主辦機構：美國運通國際股份有限公司

支持機構：香港旅遊發展局及優質旅遊服務協會

日期	2014 年 10 月 14 日(星期二)
時間	上午 9:30 – 下午 12:30 (登記時間: 上午 9:15)
地點	九龍塘達之路 78 號香港生產力大樓 4 樓會議廳
培訓顧問	迪寶管理顧問有限公司 — 鄭俊偉博士
語言	廣東話
研討會內容	<ol style="list-style-type: none">1. 了解職場新鮮人的形成<ul style="list-style-type: none">• 分析融合不同世代員工的利弊• 了解「職場新鮮人」的期望2. 「職場新鮮人」的特質與不同<ul style="list-style-type: none">• 與「職場新鮮人」合作的常見問題及挑戰及如何善用他們的長處• 活用「SERVE」原則來建立不同世代員工的和睦合作關係• 推動及培育「職場新鮮人」成為領導者的方法3. 指導及職場新鮮人溝通<ul style="list-style-type: none">• 以「5Cs」模式與職場新鮮人溝通• 善用發問的力量來聆聽及了解「職場新鮮人」• 與職場新鮮人定制目標及未來方向• 建立能夠讓「職場新鮮人」參與及發揮的公司文化

報名表格（傳真至 3007 1466）

截止報名日期：2014 年 8 月 4 日（星期一）

(請以英文填寫方便登記)

公司名稱：_____

聯絡人姓名：先生/女士 _____ 職銜：_____

電話號碼：_____ 傳真號碼*：_____

電郵地址*：_____

郵寄地址*：_____

*必須填寫以便發出確認通知。

QTS 商戶參加費用	每場首兩位免費
	額外每位 HK\$200

參加者資料：

1). 參加者： 職銜：	2). 參加者： 職銜：
3). 參加者： 職銜：	4). 參加者： 職銜：

American Express presents: “Quality Services” Training Series

Seminar 3 – “Nurture Next Generation to Lead”

Organiser: American Express International, Inc.

Supporting Organisations: Hong Kong Tourism Board and Quality Tourism Services Association

Date	14 October 2014 (Tuesday)
Time	9:30 am – 12:30 pm (Registration starts at 9:15 am)
Venue	Conference Hall, 4/F, Hong Kong Productivity Council Building, 78 Tat Chee Ave., Kowloon Tong
Training Consultant	Dr Michael Kwong Dew-Point International Limited.
Language	Cantonese
Content Highlights	1. Understanding the making of the new generation <ul style="list-style-type: none"> • Pros and Cons of harmonizing staff of different generations • Learn about expectations of “Generation Y” 2. Characteristics of the new generation of staff and how they are different <ul style="list-style-type: none"> • Common problems and challenges of working with the new generation of staff and leverage the strength of the next generation. • SERVE principle of harmonizing relationship amongst different generations • Ways of motivating and nurturing next generation to lead 3. Communicate and coach the new generation of staff <ul style="list-style-type: none"> • 5Cs model in communicating with the new generation of staff • Leveraging the power of asking questions to listen to the new generation of staff • Set goals and discuss future directions with the new generation of staff • Create a corporate culture that the next generation can participate and engage

ENROLLMENT FORM (Fax to 3007 1466)

Deadline: 4 August 2014 (Monday)

Company Name: _____

Name of Contact Person: _____ Position: _____

Tel. No : _____ Fax No*: _____

Email*: _____

Postal Address*: _____

** Must be provided for written confirmation.*

QTS Merchant Participation Fee	2 free seats
	HK\$200 per each additional seat

Participants’ Details *(Please submit the details in separate sheet should more than 4 seats are required.)*

1). Name: Job Title:	2). Name: Job Title:
3). Name: Job Title:	4). Name: Job Title: