



# 5TH COMPLAINTFEST 2011

An event to get ideas on managing your complaints  
and using your consumer complaints to enhance consumer relation

**September 26, 2011**  
Bayview Hotel Georgetown, Penang

**October 5, 2011**  
Cititel Mid Valley, Kuala Lumpur



**FIND OUT WHAT CONSUMERS  
TELL ABOUT YOUR COMPANY**

Are you managing your consumer complaints effectively?  
NCCC received **34,381 complaints** in 2010, up 87% from 2006



**PENANG ONLY!**

Sign up for the Seminar and get a COMPLIMENTARY seat for  
the Training and Workshop on ISO 26000 Guidance on Social Responsibility  
on 27th September 2011 at Bayview Hotel Georgetown

**JOIN US AT THE 5TH COMPLAINTFEST 2011**

# 5TH COMPLAINTFEST 2011

## AGENDA

8.30 am REGISTRATION

9.00 am **Welcome Remarks**  
**Datuk Marimuthu Nadason**  
Chairperson, National Consumer Complaints Centre (NCCC)

9.15 am **KEYNOTE ADDRESS**

### **DEVELOPING A CUSTOMER CENTRIC APPROACH TO COMPLAINT MANAGEMENT**

Driving customer centricity moves organisations committed to service excellence beyond lip service and in this presentation, participants will gain insights on how to develop customer centric approach to complaint management that will lead to mutually satisfying and profitable relationship with customers.

#### **Shanti Subramaniam**

Consultant / Trainer

With nearly two decades of marketing and customer service experience, Shanti Subramaniam has become a renowned trainer and speaker on how to create a customer centric organization and team. Shanti engages her audience using real-life examples and personal experiences on issues and strategies related to customer centricity. She is a Certified Professional Marketer and has a Masters degree in Marketing.

10.15 am Q&A

10.45 am NETWORKING BREAK

11.00 am **COMPLAINTS 2010: PROFILE AND THE WAY FORWARD**

The presentation shall review the current and changing trends of consumer complaints in the various industries. In addition, it shall present what companies can do to respond effectively to complaints and make complaints an integral component of customer relations management.

#### **Dato' Paul Selva Raj**

CEO, National Consumer Complaints Centre (NCCC)

Dato' Paul is the CEO of NCCC and the Federation of Malaysian Consumers Associations (FOMCA). He was previously the Executive Director of Yayasan SALAM Malaysia; and also served as the Head of Research for the Institute for Policy Research, a think-tank focusing on social policies and consumer related issues. He was also the CEO of a Training & Performance Consultancy Agency. Dato' Paul has been involved with the consumer movement for more than 25 years. He possesses Masters in Psychology.

11.45 am Q&A

12.00 noon **COMPLAINTS AND CONSUMER LAW**

The presentation shares information on consumer's disputes in 24 sectors in Malaysia and shows infringements of basic consumer rights and laws by industries and trade practices. The presentation also focuses on what are the laws that the industry has to take note and adhere to in order to improve efficiency, productivity and consumer satisfaction.

#### **Matheevani Marathanandan**

Senior Manager, National Consumer Complaints Centre (NCCC)

Ms. Matheevani Marathanandan is the Senior Manager (Dispute Resolution & Policy Review) of National Consumer Complaints Centre (NCCC). She is involved in consumer related law reviews and amendments. She represent consumers interest in 4 Taskforces (Banking, Utilities, Telecommunications and Legal) which is responsible to address productivity and efficiency issues for the National Level.

12.45 pm Q&A

1.00 pm **LUNCH AND ADJOURN**

## COMPLAINTFEST 2011

The National Consumer Complaints Centre (NCCC) will be presenting its 5th NCCC Annual Report. The Report provides an overview of the complaints received, analyses the complaint by sectors and makes recommendations to improve the complaints management system within industries.

NCCC was established in 2004 and published its first Report in 2006. The number of consumer complaints has risen from 18,345 to 34,831 complaints in 2010, an increase of 87%.

This Seminar aims to explore the profile of consumer complaints explore strategies for more effective complaints management and most importantly, to explore ways to incorporate complaints into the strategic planning of a company.

In conjunction with the launch of the 5th Annual Report, NCCC is organising a half day seminar entitles **COMPLAINT FEST 2011.**

### FIND OUT

The Seminar aims to provide ideas on:

- What is the profile of consumer complaints today?
- What are the changing trends of consumer complaints over time?
- What are the laws related to common complaints across sectors?
- How can companies use complaints to enhance the companies competitiveness and enhance consumer satisfaction?

### WHO SHOULD ATTEND

- Customer Service Managers
- Marketing / CSR Managers
- Public Relations Managers
- Quality Assurance Managers
- Brand Managers
- Advertising Managers
- Promotions Managers
- Sales Managers
- Executives

### YOUR INVESTMENT

**RM 350/pax**

RM 300 for early bird registration  
(by 15 September 2011)  
or  
group registration  
(3 persons and above)

Participant fee includes seminar materials, lunch, coffee break, certificate and a copy of the NCCC Report 2010

# REGISTRATION FORM

## PLEASE TICK

I will attend the seminar on:

26th September 2011, Penang

5th October 2011, Kuala Lumpur

I would also like to attend the complimentary ISO26000 Seminar, 27th September 2011, Penang

## Company Details

Company Name : .....

Mailing Address : .....

Person-in-charge : ..... Position : .....  
(for payment purpose)

Tel & HP : ..... Fax : .....

Email : ..... Signature & Company Stamp:

## Delegate Details

Name : ..... Name : .....  
(as to be printed on certificate) (as to be printed on certificate)

Title: Dr. /Mr. / Ms. .... Title: Dr. /Mr. / Ms. ....

Position : ..... Position : .....

Department : ..... Department : .....

Tel & HP : ..... Tel & HP : .....

Email : ..... Email : .....

## REGISTRATION METHOD

Please fax the registration form to: +60(3)-78730636

Contact us: Tel: +60(3)-78774741  
Contact person: Mr. Tan/Mr. Vicnes  
Email: tan@eraconsumer.org  
Email: vicnes@fomca.org.my

## PAYMENT METHOD

Crossed Cheque / bank draft / Cash / Cheque deposit

Telegraphic Transfer (TT)

\* Full payment of the fee should be made 2 days before seminar day. Please mail/fax the copy of transfer instruction to the secretariat.

## ACCOUNT DETAILS

Account Name : NATIONAL CONSUMER COMPLAINTS CENTRE  
Name of Bank : RHB Bank Berhad  
157 & 159 Jalan SS2/24,  
Sg Way, Subang,  
47300, Petaling Jaya,  
Selangor, Malaysia.  
Branch : Sungai Way Subang Branch  
Account No : 2-12479-0004-4643  
Swift Code : RHBBMYKL

Cheques or bank drafts to be made payable to :

**NATIONAL CONSUMER COMPLAINTS CENTRE**

Please post the cheque / bank draft to:

SECRETARIAT  
National Consumer Complaints Centre  
No. 24, Jalan SS1/22A,  
47300, Petaling Jaya, Selangor.

## CANCELLATION

Upon confirmation, your seat at the seminar is guaranteed. If you are unable to attend, a substitute is welcome, at no extra charge.

However, no refund will be made for any cancellation. A complete set of documents will be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond control.

\*Should you have more than 2 participants, please photostat the form.