



AQ SERVICES INTERNATIONAL

HALF DAY CONFERENCE ON SERVICE EXCELLENCE
MANAGERS ONLY / BUSINESS ATTIRE

12 AUG 2008

LOCATION: CARCOSA SERI NEGARA

THE HOSPITALITY APPROACH 'SERVE BETTER, SELL MORE'

In today's experience economy, leading companies are working hard to optimize service performance. Benchmarking against the hospitality sector may provide an interesting option for these leaders. Like any service, hospitality is intangible and heterogeneous. On top of that, production and service take place at the same time, making quality control a challenging adventure. But hospitality is more: it is geographically fixed and it includes environmental factors like ambiance and atmosphere. Hospitality entrepreneurs have learned to play with 3 factors: product, behavior and environment. These three ingredients can be used to create hospitality experiences ranging from fast food meals to 5 star hotel stays. The hospitality approach can be used in any industry and helps building a better path to your customers, which is the key to sustainable success in tomorrow's business environment.

TAKING THE MYSTERY OUT OF MYSTERY SHOPPING

How front line performance can make or break your business in this experience economy. Jan Smulders, MD AQ Services International, will give insight on the use of mystery shopping and how leading corporations around the world are using new management tools such as mystery shopping to create the perfect customer experience. "Companies invest millions in their Brand, and with that, create a promise to consumers that they often can not live up to".

No fixed rate, YOU decide how much loyal customers are worth! Make your bid now for the Service Excellence conference day. Go to www.conferencebay.com, simply register and place your bid by clicking 'the service Excellence Button!' Any reasonable offer will be accepted.

CARCOSA SERI NEGARA

KUALA LUMPUR



Carcosa Seri Negara
Taman Tasik Perdana,
Persiaran Mahameru
50480 Kuala Lumpur,
Malaysia.



KEY SPEAKER



Sander Allegro

Director of Europe and Asia
Leading Hotelschools of the World
Director INNovations

AGENDA

09:00 Registration / Coffee & Tea
09:30 Welcome
10:00 Presentation S. Allegro
11:30 Break
12:00 Presentation J. Smulders
12:30 Networking / Coffee, Tea & Snacks

REGISTRATION

AQ-Services has chosen for a different approach. No fixed rate is set for this event. Visit this unique conference where YOU decide how much customer loyalty is worth.

Sign up through www.conferencebay.com, simply register and place your bid by clicking 'the service excellence button' or look for the conference under 'marketing and sales.'

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