



The Customer Service Strategy

June 24, 2008

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2008 St. Petersburg International Economic Forum - Russia

The new President of the Russian Federation, Dimitry Medvedev, opened the main economic event of the year on June 7 in St Petersburg, Russia. Movers and shakers of the global economy meet at this Economic Forum. It is one of the most prestigious venues for economic development in the world. For information visit: www.forumspb.com in English and Russian.

Over 10,000 people participated in the Forum, out of which 2,360 were actual attendees and 780 from the mass media. Some 800 foreign attendees from 74 countries worldwide took part in the Forum. There were 910 top Russian business executives. The registration fee was about \$8,000. For the list of participants click http://forumspb.com/eng/for/participants/participantsXII_1.html

I was asked to speak at the Forum and lead a panel on "First-Rate Service as a Competitive Edge". On the panel were nine top executives including two billionaires. Following is a list of the members.

1. Aras Agalarov, President and General Director, Crocus Group. One of the richest men in Russia.
2. Ahmet Bozer, President of Coca-Cola Eurasia Group. He manages 22 countries.
3. Manfredi Lefebvre d'Ovidio De Clunieres, Chairman, Silversea Cruises. President Medvedev held his meetings on Silversea's ship.
4. Valery Okulov, General Director, OAO Aeroflot. The largest airline in Russia.
5. Evgeny Chichvarkin, Chairman of the Board, Euroset. This retailer of cell phones has 5,200 locations and 33,000 employees. A major client and very committed to super service.
6. Mikhail Piotrovskym, Director of the Hermitage. Maybe the largest and most famous museum in the world.
7. Timothy Flynn, Chairman and CEO of KPMG International.
8. Michael Frenzel, Chief Operation Officer of TUI, one of the world's largest travel companies in the world.
9. Sergey Polonsky, Chairman of the Board, Mirax Group. The largest real estate developer in Russia and the youngest billionaire in Russia. Sergey is 35 and a major SQL client.

St. Petersburg is a beautiful city. In June they have the white nights. It stays light all night long. Firms interested in doing business in Russia should attend the Forum. All the top government and business leaders from across the world attended the Forum.

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- Leading Empowered Teams
- Feelings
- Train The Trainer

September 15-18 2008,
January 26-29,2009

(Includes \$1,500 in facilitator material and license to buy participant materials at significant discounts)



Sberbank - The Largest Bank in Russia

Herman Gref, President and Chairman of the Board of Sberbank had me do two seminars. One for 600 of his top executives and one for over 600 key staff people. This is the largest bank in Russia with 260,000 employees and 22,000 locations. It is the 15th largest bank in the world and growing over 35% a year. They have over 53% of all deposits in Russia.

Gref wants to use SQI to help them become a service leader in Russia. He is the former Russian Federation Minister of Economic Development and Trade. He loves my book *Achieving Excellence Through Customer Service*. This book is among the best selling books in Russia and the leading book on customer service.

Herman Gref was very involved in the St. Petersburg International Economic Forum. He is a very strong decision maker. My experience with successful Russian CEO's like Gref is they move about 10 times faster than an American CEO. The Russian marketplace is very hot. I expect to be in Russia every few months as SQI continues to dominate the market place with its customer service seminars, Russian books and training programs



China Licensees in Minneapolis

A delegation of 6 top executives and staff from Shanghai Foreign Service came to our SQI offices for 3 days. They are the largest human resource organization in China with a staff of over 650. They have on their payroll 300,000 employees for 13,000 companies. About half of the Fortune 500 companies use Shanghai Foreign Service for all of their Chinese human resource needs. They are also our licensee in China.

Allen Chen, President of the Training Center brought the delegation to Minnesota because SQI is their partner in helping Chinese business and government become more customer driven. The Bank of Communication, the 5th largest bank in China has been using our Service First Video Library for about 2 years with significant success.

De Ming Gu, the CFO lead the delegation to Minnesota.



Service First Video Library Upgraded

We are about 99% done upgrading the Service First Video Library in English. The Spanish version will take a few more weeks. Lots of new video has been added. New graphics and music. It was re-filmed in 12 different settings. The dated video is gone. The new video looks great. We expect to have the revised program in English in inventory the first part of July. The Spanish program should be in inventory by the end of July. The price is \$1,497. If you have previously purchased the Service First Video Library you can order an upgrade for \$497. It is available in DVD, VHS and CD.

This is a series of 12 15 minutes DVD's. You can download off the Internet the PowerPoint presentation, leader discussion guides, answer sheets and certificate of accomplishment. You can reprint these materials as part of the licensee. (Not the DVD's) No recurring costs to do that. Clients use the Service First Video Library because you can train your staff in 60 minutes sessions in 12 different customer service topics.

New orders for the SFVL program will receive \$100 discount through July 30. Use coupon code SFVLJuly30

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