

KEY NOTE – DR IAN BROOKS



Dr Ian Brooks returned for a second year to present on outstanding customer service.

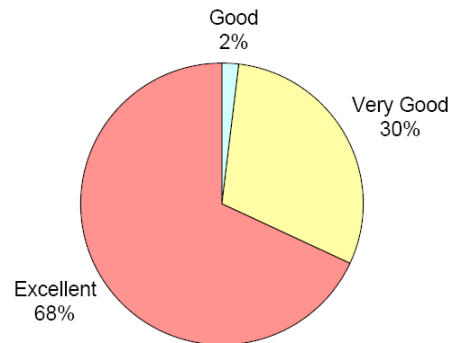
Dr Brooks told it how he saw it and questioned the way we as a company do things. The session was interactive, asking us what our clients have been telling us in our renewal surveys.

This was the highest rated session with 68% of people rating it EXCELLENT. Overall rating was **5.7**.

Dr Ian Brooks

YOUR COMMENTS

- Awesome, very inspirational would love to talk to him further
- Very good, entertaining and very frank
- Great entertainer, but with good message
- A repeat but good
- It was a very long session. After lunch and many were up early this morning. A 5-10 min break in the middle would have been helpful
- Reinforced key customer values
- Inspirational, he is so good at crystalizing the obvious – value added presentation
- Nicely controversial
- Quite a lot of comments from last year, good refresh
- Very helpful
- Fantastic, I could listen to him all day. Helps for refocus back to adding value to my clients
- Riveting as always
- Another captivating display filled with common sense, easy to understand illustrations
- A lot of common sense, a grounding on what really matters
- Motivating, great value
- Excellent great follow up and revision from last year
- Excellent speaker. Could listen to him all day, very easy to understand, very direct, awesome
- Excellent, dynamic presentation. Appropriate and realistic approach to higher customer focus.
- Had great ideas
- Loved it. Having seen him once before, I can now get past the accent and listened to and believe and respect what he says. Shallow aye?
- That customer satisfaction is not enough but exceeding expectations is key to raising the bar
- Brilliant speaker, very motivational
- Second time round I have listened to Dr Ian, is still a very good speaker, retaining his humour and numbers
- Enthusiastic – got us all thinking on how we can improve



- Excellent presenter. Understanding core needs of customers solutions. Reinforcing of basic principals.
- Refreshing approach to customer approach. Don't make excuses, make clients fit but exceed customer experience
- Wow!
- Enjoyed Ian and through good follow on from last year.
- Excellent content, even more to take away and apply
- Fantastic. I hope he will be speaking at the regional conference in Akl for the rest of my team to listen to.
- Very honest and informative, put a great emphasis on our customers and how important they are
- Once again completely on the money with great examples. Easy to relate examples to our own experiences and situations. Very good, thought provoking.
- Very relevant
- Excellent
- Entertaining, motivating, great how he personalied his message by telling of his real life experiences
- Excellent reminder of what counts
- Good to be reminded of the basics, excellent examples
- Fantastic, something for everyone, leaves you feeling inspired to change and improve your approach to customers
- Very motivational
- Really encouraging to hear the promotion of good customer relations and not afraid to pull up bad services and examples of what I can do better