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GRAEME ALFORD

LEGENDARY CUSTOMER SERVICE

Graeme is one this Australia's foremost authorities on **Customer Service**. Having spent years with Bob Ansett at Budget Rent-a-Car his passion for the customer has no bounds. Graeme is the author of the 6 module video series "Legendary Customer Service" and is the permanent guest columnist in The Customer Service Bulletin. Graeme was an inaugural member of the executive that set up the Australian Customer Service Association in 1990.

Graeme has been involved with the development and implementation of many Customer Service Programs and winning cultures amongst top 500 companies.

Since 1990 Graeme has brought out to Australia almost every expert in the Customer Service area. These Customer Service legends include.

- ◆ Ron Zemke, author of "Service America"
- ◆ Stew Leonard, owner of the Stew Leonard Dairy Store
- ◆ Tom Peters, author of several books including "In Search of Excellence"
- ◆ Nancy Austin, author of "A Passion For Excellence"
- ◆ Dr Lyn Phillips, author of "The Unique Service Chain"
- ◆ Rollin King, original director of South West Airlines
- ◆ Harvey Mackay, author "How To Swim With The Sharks Without Being Eaten Alive"
- ◆ Stephen Covey, author of "7 Habits of Highly Effective People"
- ◆ Ricardo Semler, author of "Maverick"
- ◆ Lee Iacocca, former head of Ford and Chrysler Worldwide

These tours and Graeme's extensive consulting work have given him a rare insight into what it takes to deliver outstanding Customer Service.

GRAEME'S TOPICS

CUSTOMER SERVICE AND THE INTERNET

Graeme will take your team through what the 21st Century wants and expects from there service provider and how you can build service strategies that will give you the competitive edge over your rivals.

CUSTOMER RETENTION STRATEGIES

If you would like your ratio of repeat business to new business dramatically increased then you must listen to Graeme's sensational presentation on how to win and keep customers.

COMPLAINT MARKETING

After listening to Graeme your staff will enjoy handling complaints! His unique techniques will turn your complaining customers into committed long-term customers

SERVICE GUARANTEES

Graeme's 5 service guarantees give staff the tools to dramatically increase new business.

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Great Customer Service is 80% systems and 20% smiles. Graeme's unique understanding of how to measure service, and reward and recognise staff for achieving service level targets, guarantee dramatic bottom line results

"CAN DO"

Legendary Customer Service must have - as it's basic building block - a Can Do service culture. Graeme will equip your staff with all of the tools to become Can Do people'.

A COMPLETELY PERSONALISED PRESENTATION TO MEET YOUR NEEDS

Graeme will liaise with you to totally customise his presentation to meet your needs and maximise the results. His vast experience allows him to bring the very latest trends and techniques to your next conference or event.

CLIENT FEEDBACK

"Fantastic! Very relevant and lots of ideas that can be easily be implemented."

Colonial

"Very well presented, extremely interesting and funny."

ACI Insulation

"Graeme has a terrific way of taking the great myth of customer service and turning it into something extremely interesting and exciting."

Westpac

"Outstanding... unanimously positive feedback. The only complaint we've had is that it didn't last long enough."

University of Newcastle

"After John Lees the previous day, an exceptional speaker was required to meet the challenge of keeping up the high standards. Graeme was exceptional and gave a stunning performance."

Greengold Nurseries

"Excellent, one of the best executive presentations we have had. Very stimulating and motivating. Shows the benefits of getting really top class speakers."

Brisbane City Council

"You were terrific speaking to our executives and managers at Stew Leonard's. The response after your speech was overwhelming. Everyone rated your talk the best they have ever heard (and we've had some of America's top speakers at Stew's)... WE WANT YOU BACK!"

Stew Leonard's Dairy Store

"Excellent. Engaging, professional, riveting presentation. A great speaker."

High Performance Consulting

"Your keynote address, in which you shared your past and present journey, was inspiring as it was insightful. The enthusiasm, knowledge, attention to our needs and valuable input that you provided ensured that our conference was a resounding success."

Computershare Registry Services

“Excellent. Graeme’s story is inspirational, his delivery excellent and motivational content exceptional.”

Swann Insurance

“Excellent. Graeme was an excellent presenter and certainly made a favourable impression on all present. His telling of his life was very thought provoking.”

Toyota Motor Corporation Australia

“Excellent. Graeme pushed the right buttons with our Senior Management - in particular, in the area of the 21st Century Customer. An awakening topic!”

Drager Australia

“Excellent. Graeme not only met but also exceeded our expectations. His workshop plus after dinner speech was highlights of our conference.”

QBE/Mercantile Marine

“Excellent. You know it has been successful when Flight Centre staff use their own money to buy his books.”

Flight Centre International

“Excellent. Graeme was extremely well received by all of the delegates. He was professional both before and after the presentation.”

Elders Real Estate

“Excellent. Exceptional speaker, exceeded our expectations and certainly made a tremendous contribution to our conference.”

Link Communications

“Excellent. Well prepared, well delivered, our team enjoyed it and loved the humour. Certainly giving us all something to consider and aim for...Many thanks Graeme.”

John Holland Pty Ltd.

“Many of our delegates thought Graeme was inspirational and that our Conference theme of Never Give Up was just perfect for where we are at the moment. Others thought Graeme was the highlight of the Conference. An energetic, charismatic character who has our people changing what they do in their business and personal lives immediately by adopting the Mental Toughness principles. He delivered!!”

Wesfarmers

Graeme has also spoken for many other organisations including:

Budget Rent-a-Car, Ausdoc Information Management, Recreation Health Centre, Guests Furniture, Rebel Sports, Austrade, Department of Education, Financial Planners Association, ANZ Bank, Bank of Melbourne, Sydney Housing, McDonalds, Herald Sun and many more...