



## **SOCAP in Europe**

### **SOCAPiE workshop event**

A must attend event to be held at the Geneva offices of Touring Club Suisse  
**30<sup>th</sup> March 2006**

### **Service Design and Delivery in Emergencies**

#### **Learning from Disaster.**



**Flood (Asian Tsunami), bomb (London, Madrid), fire (England), earthquake (Pakistan)  
New York 9/11**

Could you cope?

Are you ready?

Are you confident that your service will stand up to an emergency and deliver the level of service that will earn the trust of your customers?

The Society of Consumer Affairs Professionals has come to Geneva, Switzerland – home to many humanitarian organisations such as the International Red Cross and Red Crescent

- ✓ What resources should we be giving to planning for customer emergencies?
- ✓ What is an emergency? Definitions will differ between users to service provider.
- ✓ What can we plan for, realistically? What do we have to leave open and unplanned?
- ✓ What sort of training is needed and how often should it be done?

✓ What are the right service levels?

Most of us will never face the choices and the challenges that confronted people on any of the disaster days in Madrid, London and over all of South East Asia where up to 300,000 people from 56 different nationalities are now reckoned to have died in the tsunami.

The human and technical interface is key in delivering service outcomes. The outcomes will vary as will the circumstances but in New York on 9/11 the technical and human interface failed: New York City police and firemen could not speak to each other on their radios. The fire chiefs could not work vital radio equipment that would have allowed them to speak to their men in the towers. Fire fighters refused to take orders from the police to evacuate and many died in the North Tower collapse.

Why does this matter to you?

Because there are lessons from those catastrophic events that we can learn and apply in our own worlds without waiting for mass events.

SOCAP in Europe has designed a Learning Day during which you will hear from speakers who all have been involved in service emergencies and understand the creation of policies and processes that can handle the unexpected disaster.

## Speakers



### **Jérôme Felley**

Jérôme Felley is responsible for all operations of the international assistance for Touring Club Suisse.

More than 800'000 Swiss customers have subscribed to this service and more than 35'000 use it every year, in big disasters like the 2004 Tsunami or terrorist attacks as well as more personal disasters, ranging from a broken-down car just across the border all the way to fatal accidents while being abroad.

A veteran of the emergency field, he will talk on how to deal daily with customers' emergency needs while still making each customer feel personally taken care of, and this more than 35'000 times each year.

A recent customer satisfaction survey shows a global satisfaction level of 97%, explaining the very strong reputation this service is known for in Switzerland.



### **Andrew MacPherson – Customer Service Director One Railway**

The One Rail franchise handles---nine million customer journeys every month, centred on London Liverpool Street Station. Working with a team of 3000 people, Andrew has the responsibility of the services to those passengers on good and bad days.

He talks about a tragic day in London in July 2005, and shares the experience of the customer service challenges it presented.



### **Hand-on experience: tour of the TCS' international emergency call centre**

We have organised a tour of state of the art international emergency call centre where Touring Club Suisse staff handle calls from all over the world co-ordinating responses both locally and abroad.

### Easy to Access Day

The TCS offices are minutes from Geneva Airport – served by many airlines and with a railway station in the basement.

A short taxi or bus ride, (look for the number 18 or 28 AND buy your 3.60CHF ticket **before** getting on at the Airport and getting off at the “Blandonnet” stop.

Touring Club Suisse can get you a **great deal on a local hotel** handy for the airport and 20 minutes from down-town Geneva if you want to stay over and have a weekend’s skiing.

### It is a great Value Day

Your investment includes:

- ✓ The cost of lunch and refreshments are included. You will need to book your own hotel and travel.
- ✓ Good Networking Day
- ✓ The speeches will be given in English.
- ✓ There will be a French language break-out group organised if requested, for the discussion period we have built into the day. The call centre tour will be conducted in French and English.
- ✓ The call centre personnel are multi-lingual and will take questions in all major European languages.

The price for the event is:

Members:	£199 + VAT	Euro 290 + VAT	Swiss Franc 450 + VAT
Non Member:	£260 + VAT	Euro 380 + VAT	Swiss Franc 590 + VAT

You can book this event on-line <http://www.socapeurope.org/Information-Centre/news/ServiceDesignandDeliveryi.php> or Contact Anne-Marie Lose 01438 310021 or e-mail [anne-marie@socapineurope.org](mailto:anne-marie@socapineurope.org)

- ✓ Take out a **SOCAP in Europe Membership** and receive a **FREE ticket** to this fantastic event.  
<http://www.socapineurope.org/ConsumerAffairsProfessionals/JoinSOCAPtoday.php>