

## 4<sup>th</sup> Annual: Nordic Aftermarket Forum 2009

*Maximise profitability and strengthen customer relationships by delivering a customer centric approach to boost your after sales revenue*

April 20-22, 2009; Berns Conference & Hotel, Stockholm, Sweden

### **Is your organisation leveraging the opportunities and challenges of aftermarket in the current economic climate to deliver customer a centric approach & boost sales profitability?**

IQPC Supply Chain IQ is proud to present the 4<sup>th</sup> annual event: **Nordic Aftermarket Forum 2009** focusing on cutting costs by developing efficient aftermarket processes in order to boost your bottom line. This three day event will provide you with unique learning and networking opportunities to meet with fellow professionals and benchmark your own aftermarket strategies and outcomes.

### **Attend this conference and benefit from crucial insights on how to:**

- **Leverage** opportunities and challenges of aftermarket in the current economic climate
- **Secure** new lucrative revenue streams by realigning your aftermarket strategy to commercialize professional services
- **Strengthen** customer loyalty and retention by innovative aftermarket service management
- **Increase** your aftermarket margins using smart pricing strategies
- **Detect** and **forecast** customer needs and expectations from service to maximise customer satisfaction
- **Exploit** the ways to ensure efficiency of aftermarket at low cost whilst delivering exceptional services

Don't miss this unique opportunity to explore in-depth the main business challenges of aftermarket sales and service management to maximise profitability and strengthen customer relationships.

Best regards,



Zuzana Laukova  
Project Manager

**You will meet and network with speakers such as:**

**Ole Buus**  
Director Global Service Nordic  
**XEROX**

**Jo Pauwels**  
Head of Business Unit  
Robotics Services  
**ABB**

**Jonas Rönnebratt**  
Director Aftermarket Pricing  
**VOLVO**

**Bo Edvardsson**  
Professor of Service  
Management  
**Karlstad University**

**Sven Montanus**  
Head of Innovation & Service  
Excellence  
Global Customer Services  
**SONY ERICSSON MOBILE  
COMMUNICATIONS**

**Steve Barker**  
European Customer Loyalty  
**CANON BUSINESS  
SOLUTIONS**  
Subject to final confirmation

**And many more!**

**Save up to €600.-  
- Book before  
December 19th**

Day 1, April 21, 2009

8.00 **Registration**

8.30 **Chairman's Welcome And Opening Address**

**8.40 Successfully Achieving Competitive Advantage Using Innovative Aftermarket Strategies Within Your Company**

- Exploit the drivers behind increased focus on aftermarket area
- Ensure the profitability and growth of aftermarket by setting key objectives
- Update your after sales offerings and exploiting new ways to meet customer demands to achieve customer loyalty
- Ensure flexibility of aftermarket strategies to respond to market changes in order to maintain competitive edge

**9.25 Growing Your Aftermarket Revenue By Selling Professional Services**

- Securing new lucrative revenue streams by realigning your aftermarket strategy to commercialised professional services
- Selling more to your existing customers
- Developing your own competencies to accelerate aftermarket
- Improving customer relationships by understanding the "pain chain"

**Ole Buus**

Director Global Service Nordic

**Xerox**

10.10 Coffee and Networking Break

**10.40 Improving Efficiency Of Service Levels Through Competence Development**

- Developing an effective competence development plan to accelerate aftermarket
- Improving relationships with customers by continues communication, understanding and meeting their demands
- Assessing the importance of organisation's structure and recruitment

**11.25 Assessing The Importance Of Knowledge Transfer When Integrating Business Applications**

- Leveraging and enhancing people knowledge to provide service in the right way
- Providing training sessions for key users of software applications
- Importance of communication through different departments to match corporate culture

**12.10 Importance Of Training Programmes In Order To Improve Service Levels and Remain Competitive**

- Ensuring regular training programmes to keep up with technological advancements
- Minimising the engineers time out of the field by developing alternative learning models
- Listening to field service engineers knowledge requirements and developing training programmes

12.55 Networking Lunch

**13.55 Building On Service Excellence To Unleash Future Service Business Opportunities**

- Establishing a sustainable operational foundation for reverse logistics and repair
- Driving service excellence based on competitive understanding and customer demands
- Harnessing the innovation potential of a worldwide service organisation

**Sven Montanus**

Head of Innovation & Service Excellence, Global Customer Services

**Sony Ericsson Mobile Communications**

**14.40 Integrating Service Processes To Enhance Customer Satisfaction**

- Improving operational efficiency and service delivery by cutting lead times
- Assessing the importance of developing and implementing support systems to improve aftermarket profitability
- Providing continuous service quality across all regions

15.25 Coffee and Networking Break

**15.55 Achieving Higher Customer Satisfaction By Improved Supply Chain & Stock Management**

- Cutting order service lead times by decentralisation of warehouses
- Leveraging on efficient spare parts supply chain management to ensure customer satisfaction

**16.40 Maintaining Best Practice Service Across International Infrastructure**

- Assessing the challenges and opportunities of providing aftermarket services across borders
- Ensuring a sustainable and standardised level of service across global operational network
- Identifying what processes need to be standardised to achieve improved service delivery and quality

17.25 **Chairman's closing of day one**

17.30 **All attendees are invited to cocktail reception. Discuss and share your ideas from day one. Don't forget your business cards.**

## Day 2, April 22, 2009

8.00 Registration

8.30 Chairman's Opening Of Day 2

### 8.40 Leveraging Opportunities And Challenges Of Aftermarket In The Current Economic Climate

- Assessing the drivers behind increased focus on services; how can companies benefit from it?
- Adjusting production cycle to run efficiently aftermarket area
- Action versus reaction – implementing a coherent strategy across your organisation to adapt to the market changing needs

### 9.25 Strengthening Customer Loyalty And Retention By Innovative Aftermarket Service Management

- Analysing the links between customer retention and employee commitment
- Streamlining and setting up management processes to enhance operational efficiency
- Translating customer feedback into measurable aftermarket performance

**TBC:**

**Steve Barker**

European Customer Loyalty Manager  
Canon Business Solutions

10.10 Coffee and Networking Break

### 10.40 Successfully Increasing Aftermarket Margins By Smart Pricing Strategies

- Aligning your aftermarket pricing strategy with product pricing strategy
- Leveraging comprehensive business intelligence to create an effective pricing model
- Determining key issues when choosing pricing strategy to reflect needs of international markets

**Jonas Rönnebratt**

Director Aftermarket Pricing  
Volvo

### 11.25 Exploiting Ways To Ensure Efficiency Of Aftermarket At Low Costs Whilst Delivering Exceptional Services

- Identifying and understanding cost pressures on your aftermarket area and the market itself
- Efficiently cutting delivery costs by preventive maintenance management of field systems
- Achieving operational excellence by optimisation of your existing resources

12.10 Networking Lunch

### 13.10 Deploying Service Performance Metrics To Measure Performance Of Service Level Agreements

- Implementing new technologies to reduce error and improve efficiency of service delivery
- Enhancing customer experience by reduced service order lead times
- Strengthening customer loyalty with strategic SLAs

### 13.55 Consolidating Different IT Systems To Ensure Aftermarket Efficiency

- Revealing the tools and technologies to integrate processes to run aftermarket more efficiently
- Exploiting the ways to maintain information about aftersale products
- Structuring life cycle of processes to cut the cost of aftersales

14.40 Coffee and Networking Break

### 15.10 Understanding And Adopting New Service Technology Across Your Organisation

- Addressing the step-by-step process when implementing new technology across your company
- Predicting process issues preventing integration of new technology
- Establishing the right support systems for all parties involved (staff, customers, logistics providers)

### 15.55 Chairman's Closing Remarks And End Of Conference

Maximise the networking and benchmarking benefits by attending our practical and interactive workshops. Workshops allow you to put together a personal conference package that ensures you bring home the tools you need to successfully implement new strategies in your everyday.

Don't just take our word for it – this is what our delegates have to say.....

A perfect match between theory and hands on solutions!

**Sandvik Process Systems**

An excellent tool for business, very interesting case studies, good knowledge sharing. Super Event  
**Bombardier**

**Don't miss exclusive learning opportunities!  
Interactive Pre-Conference Workshops on April 20<sup>th</sup> – choose one of the following:**

**Workshop A: 9.00 – 11:30**

**Aftermarket on a rise: from product offer to innovative after sales service offer**

- Creating customer centric approach to perceive value of the aftermarket business
- Learning about current developments, trends and challenges enabling profitable after sales

**Workshop B: 12.00 – 14.30**

**Detecting and forecasting customer needs: ensuring efficiency of aftermarket and high performance**

- Collecting and analysing customer data to create optimal customized service offer
- Understanding who are our customers, what are their strategies, business models, service quality perception and value in use
- Implementing customer oriented processes to achieve a proactive approach to services

**Workshop Leader:**

- **Bo Edvardsson** is Professor at **Karlstad University** at the Founder and Director of Service Research Center, one of the world's leading centers focusing on service management and value creation through service.

**Workshop C: 15.00 – 17.30**

**Setting pricing strategies to strengthen customer loyalty and boost the revenue stream from aftermarket sales**

- Discussing different pricing strategies and tools to create an effective pricing model
- Learning how to package and market your new offer to develop long lasting relationships

**NORDIC AFTERMARKET FORUM 2009 – REGISTRATION FORM**

**Berns Hotel & Conference, Stockholm, Sweden**

*All prices are exclusive of applicable taxes. This offer may not be combined with other offers.*

	Regular Price	<u>Exclusive offer!</u> Book before December 21 <sup>st</sup> !
Conference +3 workshops	€ 3496	Pay only € 2896 - Save € 600!
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- Workshop A**
- Workshop B**
- Workshop C**

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