

Manchester Global MBA Sample Class:

Looking After Your Customers: The Recipe for A successful Business

24th July 2012, Tuesday

It has been said in many quarters that the “customer is king”. Yet for a large number of businesses, this is more lip service than actual practice. It is very easy for managers to say that they care about their customers when in fact they do very little of what it takes to deliver good customer care and service. Yet, in the highly competitive environment in which business operate today, success can hardly be guaranteed and maintained for any length of time if customer care is not at the heart of any business. The 21st Century business arena will be made of those who deliver good customer care and service and those who just pay lip service, or in denial of poor customer care. The former will thrive and grow, the latter will die.

Professor Pikay Richardson’ lecture will emphasise the need to putting customer care and service at the top of the business agenda and how this can actually be done.

About the Speaker

Professor Pikay Richardson is a Visiting Senior Fellow at the Manchester Business School, and has more than 17 years of fulltime teaching and research at the School, where he taught MBA. He is not only an MBA professor, but also because he has profound knowledge in management consultancy internationally.

Apart from Leadership development, he also specialises in Strategic Management, and Executive development Programmes. Professor Richardson is active in applied research and is at the forefront of bringing cutting edge knowledge to practising managers.



Date & Time:	24 th July, 2012, Tuesday 7:00pm - 9:00pm
Venue:	6/F, Wilson House, 19-27 Wyndham Street, Central, Hong Kong (map)
Fee:	Free of Charge
Registration:	Seats are limited. First-come, first-served basis by 17th July
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