

# PLENARY SESSIONS

**Session 1: Monday, January 7, 2013, 2:15-3:30**  
**Session Chair: U. Dinesh Kumar, IIMB**

**Speaker: Ananth N. Rao**  
*Apollo Hospitals*

**Service Excellence- The Apollo Way!**

Customer service excellence is difficult to define. The closest definition to the real feeling could be something like this: Service excellence is the consistent delivery of a service/ experience, day after day, year after year, regardless of who happens to be on the front lines of the delivery process. A product or price advantage can be easily duplicated, but a strong “customer service culture” can’t be just copied. This is the true essence of our business today. It is no more the focal point of the sales team to sell products, it is more imperative that one convinces customers of the service that is to be offered. More often than not, quality of the product / service finds several parallels; the service excellence delivered assumes the significance of being the ‘only’ differentiator. Identifying loyal customers needs to be the priority of all customer service desks, in fact it’s the job of everybody in the organization!

Role of leadership is paramount in driving the culture to the grass root levels of the company. A successful cultural transformation is often what ensures legendary service delivery. Measures of service excellence are the reflectors for the efficiency of the processes that have been employed towards the goal / mission of the organization. Key process indicators chosen need to represent every sensitive change that may affect the outcomes. After all, we at Apollo Hospitals, relish doing things right, every time-every encounter with our customers. We do not believe in Service excellence as a process set, but as a system that undergoes constant change towards continuous improvisation.

*Dr. Ananth N. Rao is a senior consultant and head of Quality Cell, Apollo Hospitals, and Bangalore. He is a Fellow of Royal Society (London, U.K.), Fellow of Asian & Mideast Institute of Chemists, and Fellow, of Academy of General Education, India. He has several awards to his credit, most notably Bharat Jyoti 2008 award, and Best Citizen of India 2008 award. His interests are in process engineering, re-engineering, activity based costing and service excellence matrices.*

*Dr. Rao has focused his efforts on customer loyalty and retention by utilizing Voice of Customer (Voc) and understanding Mind of the Customer (MoC). He has numerous national and international publications. He has been widely invited to be a speaker at national and international conferences.*

**Session 2: Monday, January 7, 2013, 2:15-3:30**  
**Session Chair:**

**Speaker: Arun Pai**  
*Larsen & Toubro*

**Session 2: Tuesday, January 8, 2013, 12:15-1:10**

**Session Chair: V. Nagadevara, IIMB**

**Speaker: Rakesh Sarin**

*University of California Los Angeles, USA*

### **Engineering Happiness**

We develop and apply a unique and novel application of analytics and Decision Analysis to the study of “happiness”. Our results should be useful to individuals seeking to become happier and to organizations that wish to improve customer and employee satisfaction and productivity. Our model begins with the fundamental equation:  $HAPPINESS = REALITY - EXPECTATIONS$ . Following this, we propose a set of six laws that modify the fundamental equation, making it more precise and applicable to a wide range of situations and choices.

*Dr. Rakesh K. Sarin is the Paine Professor of Management at the UCLA Anderson School of Management. He received a Bachelor's Degree in Mechanical Engineering at the M.R. Engineering College, Jaipur, an MBA at the Indian Institute of Management, Ahmedabad, and an MS and PhD in Operations Research at UCLA.*

*Prof. Sarin's research interests are in decision making under uncertainty and he has applied his research to earthquake safety, environmental protection, and new product development decisions. He has published two books and over sixty papers in scholarly journals on decision analysis, fairness and equity, and optimizing happiness. He was awarded the Ramsey Medal for his contributions to Decision Analysis in 2009. At the UCLA Anderson School, he has been recognized for his leadership of the faculty through the La Force Leadership Award and for his teaching through the Neidorf "Decade" Teaching Award and the Executive MBA Teaching Award.*

*His interest in happiness research is motivated by a desire to improve joy in everyone's life. Manel and Rakesh have been working together for the past ten years and share the same belief that happiness is guided by specific, discoverable laws. By following these laws, everyone has the chance to improve their happiness.*