

BETTER ENGLISH, BETTER SERVICE, BETTER BUSINESS



Introduction

Too many times, service staff offend their customers not because they are impolite or incompetent, but because they are perceived by the customer as impolite or incompetent due to their poor usage of proper English Language when communicating with customers. This has impacted business negatively.

This 2-day programme merges both the essential skills of English Language and customer service to meet the needs of customer service personnel who are front liners of a company. This course is designed for those who wish to improve their communicative competence and language skills such as listening, speaking, reading and writing. These language skills are applicable and practical in their job situations. The emphasis throughout the course is on developing learners' awareness of appropriate terminology and the language used in the communicative approach. A variety of language activities are prepared for the learners to make the lessons more interesting and effective.



Workshop Leader

A Master holder in the Teaching of English as a Second Language (TESL) from the University of Malaya, Selina Rogers, has been in the field of education and training for the past 10 years. She holds certificates in Power Writing and Effective Supervision from Arizona State University, USA. To further consolidate her experience in education and 'satisfy her hunger' for academia, she is currently pursuing her PhD, specialising in TESL, in the National Science University Malaysia.

Selina has compiled numerous modules as well as conducted training on Business English as well as Business Communication to professionals from various multinational companies. She believes in making various Business Communication modules 'alive' during training sessions through role-plays, simulations, brainstorming sessions, real-life problem-solving material and songs where participants are able to personally experience and relate with. She has had experience in conducting various ESP (English for Specific Purposes) programmes such as English for Customer Service, English for Hospitality and Tourism, as well as Technical Writing in English.

Selina is also a teacher-trainer in several national universities where she introduces TESL Methodologies to in-service teachers. She has been a certified examiner for the International English Language Tests (IELTS) since 2002.

Who should attend:

- All front line staff with direct contact with customers either face-to-face or through telephone
- All supervisors who are in service operations

Centre for Customer Care (CCC) Malaysia

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Master Consultant for:



Module 1 – Putting Customers First

- Making lasting impressions with appropriate greetings for various occasions
- Taking care of grammar – demystify problems with common tenses
- Building relationships – phrases that show concern
- Meeting Customers' needs – asking open and closed questions

Module 2 – Building A Partnership

- Communicating face-to-face – using adjectives to sell ideas
- Building rapport with good language: Voice, Tone of Voice and Word Used
- Avoiding mispronunciations that cause miscommunication – articulating words with accuracy
- Understanding Behavioural Styles – using appropriate vocabulary to win hearts

Module 3 – Soothing Dissatisfied and Demanding Customers

- Why and when is a customer is angry – using 'keywords' to calm nerves
- Stop complaints before they develop – expressions that pacify and assure
- Service recovery – giving suggestions and recommendations
- Saying NO – expressions that are affirmative and yet tactful

Module 4 – Customer Service By Telephone

- Telephone etiquette – treating every caller as a welcomed guest!
- Soothing angry customers – using expressions with empathy and understanding
- Determining callers' needs through active listening and questioning – recognising cues and using appropriate questioning techniques
- Guidelines for placing calls – useful expressions
- Leaving messages – taking or making notes?

If you take care of your customers, they will take care of your business!