

Certified Customer Service Manager (CCSM) Programme

20 – 22 December 2010

Armada Hotel, Petaling Jaya, Malaysia

Customer service is increasingly becoming a vital business issue as organizations realize the benefits of an integrated, strategic customer service management system for providing effective customer support. Professions, such as medical, accounting, legal, engineering and even HR, have professional qualifications e.g. M.D., LLB, Certified Practising Accountant (CPA) and these qualifications entitle them to be called “professionals”. However, people working within customer-focused businesses, or those managing their organization’s customer service functions, do not usually feel like a “professional” possibly due to the lack of academic focus on customer service management, and thus they are deprived of the opportunity to develop themselves in knowledge and skills pertaining to customer service management. Furthermore, without academic qualifications in this area of customer service, those who are currently in customer service functions do not get a chance to pursue professional qualifications that will propel them into the category of “professionals”. The CCCM programme will make this a possibility and reality.

Up-and-coming professionals in the service arena will be able to demonstrate they are suitably qualified to face the many challenges confronting today’s customer service leaders by obtaining this qualification. The course is designed for Customer Service Managers with or without formal training, supervisors, and contact center or frontline team leaders seeking to develop customer service leadership and management skills. Upon successful completion of the programme, graduates are awarded recognition through a Certificate and use of CCC Malaysia’s designatory post-nominal letters: **CCSM**.

Becoming a ‘Certified Customer Service Manager’ opens many doors both domestically and internationally. The ‘CCSM’ designation is your passport to a leadership career in customer service. The programme focuses on developing leaders in the customer service discipline, able to quickly contribute at the organization’s most senior level, including board membership. Soon all employers will look for the Certified Customer Service Manager (CCSM) qualification when seeking to hire customer service personnel or promote from within.

HRDF Claimable
under SBL

This CCSM programme is conducted **only once a year**. Limited to 25 participants. So...book early!

FREE GIFTS for the 1st 15 participants who register with full payment

THE
NORDSTROM
WAY^{to}
Customer Service
Excellence

A HANDBOOK FOR
IMPLEMENTING GREAT SERVICE
IN YOUR ORGANIZATION

ROBERT SPECTOR AND PATRICK MCCARTHY

Includes Training Activities and Resources

INTRODUCTION

Centre for Customer Care (CCC) Malaysia is very pleased to offer this programme to individuals seeking to receive the professional qualifications in Customer Service Management, offered by Malaysia's top one-stop customer service enterprise. The course is a comprehensive programme that will prepare you for the responsibility of establishing and managing complex customer service management systems and personnel. The **Certified Customer Service Manager (CCSM)** programme has been developed to provide professional management qualifications to those in customer service leadership roles. The CCSM course focuses on the 'science and art' of Customer Service Management and awards the Certified Customer Service Manager" designation to successful graduates.

THE PURPOSE

The purpose of this programme is to train customer service leaders to deliver customer service excellence as part of CCC Malaysia's overall efforts to improve customer service and increase customer advocacy. In return for this training investment CCC Malaysia will deliver managers who are more innovative, more efficient, assist the organization in becoming more profitable by mobilising well-trained, customer-centric human capital to increase business revenue and reduce lost business opportunities due to bad service. CCSM graduates will be a great asset to the organisation in growing the business, and they enjoy working with your customers. In fact, they will be building long term relationships with them which encourage customers to spread positive 'word of mouth' advocacy leading to increased referrals.

Customer Service Managers come from a variety of backgrounds but unlike other professions, such as Accounting, there has been no formal industry body recognition. Anyone may call themselves a customer service manager but few have any qualification other than experience to prepare them for the role. Despite job titles such as customer service director, customer relationship manager, call center manager, manager – customer experience, customer advocate, national manager customer satisfaction and consumer relations manager, few people holding these positions have any customer service qualifications. They come from diverse backgrounds – some have undergraduate degrees from a wide variety of disciplines, others have completed more generalized post graduate study such as an MBA. A significant proportion of Malaysia's customer service managers and professionals have no formal qualifications instead gaining considerable experience at a variety of levels in the organization before working their way up 'through the ranks'. CCC Malaysia is now making it possible for practising senior executives and managers to receive a formal, more indepth training in knowledge and skills related to customer service management.

The modules featured in the CCSM programme cover strategies, tools and important management skills for delivering high quality service. Each of the modules utilize detailed theory, practical exercises and assignments and real life case studies. The goal of the CCSM programme is to provide information and skills that can be readily applied in your organization. In other words, you will be transformed from a manager to a top notch, knowledgeable and well-qualified Service Leader.

Throughout the programme, you will gain a comprehensive understanding of the 6 core competencies required for developing and implementing effective customer service management systems, as well as the 8 core competencies for Leadership Effectiveness. By understanding and 'owning' these core competencies, you will be able to contribute to your organization more effectively and deliver the required results in a variety of situations that require a higher level of specialist knowledge.

It is time for all those in industry and the government sector with customer service management responsibilities to gain formal professional qualifications and for CEOs and human resource departments to insist on only employing customer service leaders recognized by CCC Malaysia, a professional body dedicated to the achievement of Customer Service Excellence in Malaysia and Asia Pacific.

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

Day 1

Introduction to Service Leadership

- o Why Service? Why Bother?
- o 4 Quadrants Role of Customer Service Managers and Service Leaders
- o Let's Learn from Best-Practice Service Leaders

6 Key Core Competencies for Effective Customer Service Management

- o *Customer Commitment Self-Assessment profiling*
- o *Group Discussion*

Delivering Customer Value (CV) Through Customer-Centricity

- o What is Customer Value (CV)?
- o Total Quality and Customer Focus
- o Creating Value
 - The Service Triangle
 - Your Customer Value (CV) package
 - Cycles of Value (Moments –of-Truths)

Know Your Customer

- o The Platinum Rule vs the Golden Rule
- o The 7 Sins of Service
- o The Customer Bill of Right
- o The Stairway to Customer Value (CV)

Empower People to Deliver Customer Value (CV)

- o Use all the Brain Power available
- o Putting Quality into Work Life (QWL)
- o The Leader as Servant

Hiring and Retaining the Best

- o Behavioural & Character-Based Interviewing Technique

Hiring and Retaining the Best

- o The CIA Concept: Connect, Invest, Appreciate

Day 2

8 Key Core Competencies for Leadership Effectiveness

- o *Leadership Effectiveness Self-Assessment profiling*
- o *Group Discussion*

Nurture the Service Culture

- o Designing an effective Learning & Development structure to ensure sustainable service delivery: **Building a High Performance Service Organisation (BHPSO) Roadmap**
- o 6 Basic Driving Values

Design and Align the Service Systems

- o Create Seamless Service Systems
- o Basics of **Lean Six Sigma for Service (LSSS)** to improve Services and Transactions

Effective Communicational Skills for Managers and Leaders

- o The 8 Golden Rules
- o Courage to Coach: Managing and Winning Over Difficult Employees

Effective Service-Based Performance Appraisal

- o 6 Golden Rules

Loyal for Life: Service Recovery Strategy

- o Economics of Service Recovery
- o Customers' Lifecycle
- o Behaviour of Unhappy Customers
- o Magical Power of Service Recovery
- o Complaints Management Framework
- o Complaint Management Standards and Quality Indicator
- o Determining Complaint Management Index (CMI)

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Day 3

Customer Relationship Management (CRM): Achieving Excellence in Customer Management

CRM is a holistic strategic approach to managing customer relationships, to increase shareholder and customer value, that is the central premise of CRM. This module will give an overview of the key concepts in this vital field. It is about achieving a total understanding of the concepts that underlie successful CRM rather than the plethora of systems that can be used to implement it.

CRM at its best is the successful acquisition and retention of profitable customers and this demands a firmly grounded strategic grasp of the business and its markets, allied to the powerful data management systems and channels that connect them.

Introduction to CRM

- o The origins, rise and role of CRM
- o Types of CRM Models

A Strategic Framework of CRM

- o Payne's CRM Model
- o The need for CRM Strategic Framework
- o 5 Cross-functional CRM processes
 - The Strategic Development Process
 - The Value Creation Process
 - The Multi-channel Integration Process
 - The Information Management Process
 - The Performance Assessment Process

Organising for CRM Implementation

- o CRM Readiness and Maturity Assessment
- o Identifying Barriers to CRM Success
- o Framework for Change Management
- o Project Management
- o Employee Engagement



No matter how large your company, treat customers as if your survival depends on them. It usually does!

Getting Past Lip Service to Passionate Action: Driving Change and Transformation Initiatives

The aim of this course is to develop leaders who understand strategic customer service and clearly the previous modules focus primarily on developing the strategies required to create the environment where desired customer service outcomes are delivered.

This final module, however, examines what happens when the rubber hits the road—how your strategies can be implemented in the real world and what tools are required to take the customer service policy from the vision and mission statements to the frontline.

Why Customer Efforts Fail?

- o Just Mediocrity
- o Understanding the Power Core
- o Dueling Silos: Competing metrics, mechanics and motivation

Wrestling with Customer Leadership

- o Leadership: Real Passion or Just Showtime
- o Guerrilla Metric
- o Setting Customer Accountability Targets
- o Reality Check Audit

Driving Change towards Customer-Centricity

- o Structures for Driving Change
- o The 8 Steps Process of Successful Change
- o Role of Thinking and Feeling

Planning and Strategising Session

- o Let's Learn the 6 Steps to Greatness from a Best-Practice Service Leader Company
- o Formulating a Strategic Customer Service Action Plan
- o Presentation by Teams and Vision Casting

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Your Workshop Leader



DR. ALLEN TEH KEAT BENG

Dr. Allen Teh is the founder and Chief Executive Officer for the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance. He is currently conducting research on the impact of EQ competencies to ensure sustainable leadership effectiveness.

Dr. Allen Teh has more than 29 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction. insurance. oil-palm plantations and biotechnology. Dr. Allen Teh was also the Managing Consultant with Pricewaterhouse for a period of time as well as Regional Human Resource Manager (Asia-Pacific) for Syngenta, a Swiss agrobusiness conglomerate.

As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres. Some of the more recent companies that have engaged Allen Teh for training/consultancy programmes are Malaysian Assurance Alliance (MAA), Berjaya Group, Kurnia Insurance, Interpacific Securities, Interpacific Travels, Easycall, Kentucky Fried Chicken, Pizza Hut, Pantai Group, Pantai Medivest, Aquawalk, Human Resources Development Council (HRDC), Maybank Group, Trisystem, Tay Ibrahim & Associates, DIGI, TRICOR Hongkong, Sinar Jernih, Western Digital, Fairchild Semiconductor, Hospital Pantai Mutiara, Hewlett Packard, Nestle, SEGI College, ExxonMobil, UMW Toyota, B Braun Medical Industries, Pelangi Berhad, BESTA Corporation, Retail Association Malaysia (REHDA), Sarawak Economic Development Corporation (SEDC), Intel Malaysia (Penang), TAR College Centre for Continuing Professional Education, Venture Group, Petronas, KWSP and Jimisar Corporation, Kuching.

Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.

Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque. Iowa. USA.

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Yes! Please register the following delegate(s) for this course on

Certified Customer Service Manager (CCSM)

1st Delegate Mr/Mrs/Ms

(Name): _____
Job title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

2nd Delegate Mr/Mrs/Ms

(Name): _____
Job title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

3rd Delegate Mr/Mrs/Ms

(Name): _____
Job title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____

Job title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organisation: _____
Address: _____
Post code: _____

Your investment for attending this programme is:

<input type="checkbox"/>	“Early Bird” fee: RM2,500 (Provided that full payment and registration are received by 7 December 2010)
<input type="checkbox"/>	Regular fee: RM2,800
<input type="checkbox"/>	Group Discount: Enjoy a group discount of 10% for 3 or more delegates booked at the same time from the same organisation and of the same billing source

Important Notice:

- ✓ Payments are required with registration and must be received prior to the Course to guarantee your place
- ✓ Course fees includes lunch, teabreaks and course materials. *A beautiful Certificate and Classy Velvet Folder shall be presented to all delegates.*

To Register



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Dr Allen Teh)



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PJU8/5G, Bandar Damansara Perdana,
47820 Petaling Jaya, Malaysia**

PAYMENT METHODS: CHEQUE/BANK DRAFT

Please cross cheque or bank draft made payable to **TOP RANK QUALITY SDN BHD** and mail your payment together with this registration to **Suite 3-1, Level 3, The Place, No 1 Jln PJU8/5G, Bandar Damansara Perdana, 47820 Petaling Jaya, Malaysia**

CANCELLATIONS & TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Course. A refund less RM500 administration charge will be made for cancellation received in writing on or before 17 December 2010. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The Organiser reserves the right to make any amendments, cancel and/or change the programme, speaker, date or venue if warranted by circumstances beyond its control. In the unlikely event of programme cancellation by the Centre for Customer Care (CCC) Malaysia, then a full refund of the fee payment will be made but CCC disclaims any further liability.

HOTEL ACCOMMODATION

For room bookings and rates, kindly contact:

Armada Hotel, Petaling Jaya TEL: +603-79546888

FOR OFFICIAL USE BY CCC

NAME OF CCC ASSOCIATE	
FEE RECEIVED	RM
REGISTRATION DATE	
REMARKS	

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