

## **Certified Customer Service Trainer (CCST) Programme**

Date: 22 – 25 Nov 2010

Armada Hotel, Petaling Jaya, Malaysia

In today's intensely competitive business environment, breakthrough customer service gives an organisation the last strategic edge. Selling more products or providing the lowest price are quick fixes, easily copied by competitors. We need a new strategy, one that builds on a strong foundation of fundamentals yet creates that degree of differentiation that leads to long-term success. The organisation must be transformed. The answer is customer service.

Best-practice service leaders such as Nordstrom, Walt Disney, Ritz-Carlton and DHL do not want customers to be surprised when they get good service. It's not good enough. Instead, they work hard to ensure that every moment of truth or interface point with a customer creates a good impression. They achieve this by making sure that each person who serves customers directly and each person on the internal staff who serves the frontline staff is competent in a range of important skills.

It is here that the Trainers, whether in-house or external, come into the picture. In the service industry, the Trainers' role is to ensure that every trainee acquires the service skills or competencies critical to the business. However, Trainers particularly in the service industry do have to face a big challenge because customer service enhancement is not a small task and the spirit of customer service excellence is not "taught but caught". Therefore, not only should Trainers for the service industry be well-trained, they have to be a "living role model" exuding a strong passion for service excellence. It is not a small task but guaranteed to be rewarding!

This programme is designed to impart not only skills and knowledge in the area of customer service training, but also help develop within each participant the ability to communicate persuasively and inspire others to action.

**Good trainers hold the  
audience's attention. Great  
trainers inspire the audience  
to act – and act now!**

**HRDF Claimable  
under SBL**

**5<sup>th</sup> year  
running and  
getting  
more and  
more  
popular**

**2 FREE GIFTS for the 1<sup>st</sup> 15  
participants who register  
with full payment**

**THE  
NORDSTROM  
WAY<sup>to</sup>  
Customer Service  
Excellence**

A HANDBOOK FOR  
IMPLEMENTING GREAT SERVICE



**CD Rom containing  
Powerpoint Slides of  
CCC's FEELINGS:  
Customer Service  
Programme**

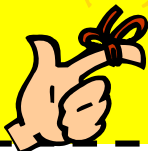
## Why You Cannot Miss This Course

Besides being Certified as a Customer Service Trainer by the **Centre for Customer Care (CCC) Malaysia**, you will also acquire the following skills and knowledge to excel:

- ✓ Understand the 4 Quadrants Role of a Customer Service Trainer.
- ✓ Learn and apply the 5 Adult Learning Principles.
- ✓ Understand the rationale behind CCC's Teaching Without Teaching (TWT) Methodology.
- ✓ Understand how CCC's Building a High Performance Service Organisation (BHPSO) Roadmap assists in the creation of a service culture.
- ✓ Understand how the development of Emotional Intelligence (EQ) and Character Qualities (CQ) ensures the success of service delivery.
- ✓ Apply the 90/20/8 rule for impactful training delivery
- ✓ Reinvent content delivery—and discover the amazing impact it will have on your participants.
- ✓ Simple steps for going from nervous to natural – in seconds
- ✓ Eliminate tension and break preoccupation by creating powerful programme openers that relate to the content.
- ✓ Learn the 22 Deadly Sins that can kill your presentations.
- ✓ Use effective handouts, videos, overheads and props
- ✓ Learn creative activities to provoke learning and energise your participants
- ✓ Learn how to conduct Post-Training Evaluation for training effectiveness and Return-on-Investment (ROI)
- ✓ Most of all, learn to deliver CCC's FEELINGS Customer Service programme.

## Who Should Attend

- o "Non-trainers" from the service industry who may need to conduct training occasionally and thus eager to learn the necessary skills in training and development
- o Supervisors or Managers who believe that they need to demonstrate service leadership in their daily work
- o Seasoned customer service trainers who need a refresher course and to update their training skills
- o Seasoned generalist trainers who wish to put more emphasis on customer service training
- o Ambitious people who desire to start a new profession as a Customer Service Trainer and make more money than before



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

## Day 1

### The New Roles of a Customer Service Trainer

- o 4 Quadrants: Administration Expert, Employee Champion, Change Agent, Business Partner
- o CCC's Building a High Service Organisation (BHPSO) Roadmap and the enlargement of a Customer Service Trainer role.

### Adult Learning Principles (ALP)

- o 5 Laws of Adult Learning
- o 7 Subconscious Desires of Your Audience
- o 5 Fundamental Stages of Learning
- o 3 Basic Principles of Motivation
- o 5 Ways to Kill Motivation
- o Ways to motivate Adult Learners

### Before Presentation – Preparation for Training

- o Rationale for Training – Performance Solution Cube
- o 8 Steps to Effective Training Design
- o Applying the 90/20/8 Rule
- o "Chunking" your content using the CPR method
- o Use A.I.D.A Formula in developing your presentation - Attention/Interest/Desire/Action

### Visual Aids

- o Why visual aids?
- o Types of visual aids and selection criteria

### Preparing the Learning Environment

- o 3 key considerations for any room arrangement
- o 4 characteristics of an ideal training room and what to do when the room is less than ideal

## Day 2

### Beginning Your Presentation

- o 5 Secret Steps for Going from Nervous to Natural
- o Secrets of creating a great first 3 minutes
  - Show respect and build rapport
    - \* The 12 Commandments
  - Grab audience attention
    - \* 5 Sure Ways to Kill Your Opening
- o Set the right tone
- o Exceeding Expectations

### The Body of Your Presentation

- o Keeping their Attention
- o Using the Teaching-Without-Teaching (TWT) Methodology
- o Special emphasis on experiential learning through memorable and thought provoking activities

*(Note: Participants will be involved in various learning activities related to customer service)*

- o The A.D.A Approach for group involvement activities
- o Dealing with difficult participants

### Closing the Presentation

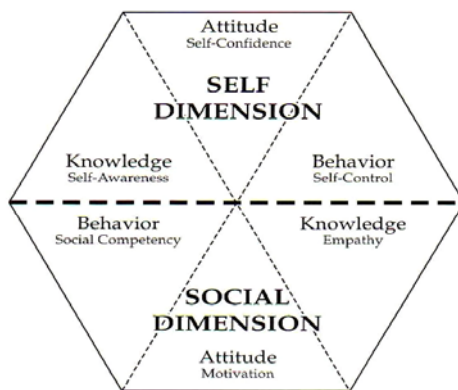
- o Summarising
- o Close it Right!

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

## Day 3

### BONUS MODULE 1: BHP SO Roadmap and K.A.B EQ Model

Participants shall be introduced to our Building a High Performance Service Organisation (BHP SO) model where Emotional Intelligence (EQ) + Character act as the foundations to be established prior to training in skill sets for customer service. Our BHP SO model ensures the successful development of a sustainable service culture within the organisation and spark off the transformation of ordinary employees into customer service Champions. Participants shall learn the essential dimensions and elements of **K.A.B Model**, which is a very simple but yet powerful model for EQ Development.



### DETAILED WALK-THROUGH OF CCC'S FEELINGS: QUALITY SERVICE, FIRST TIME...EVERY TIME COURSE MATERIALS

- ☺ Self-Assessment – 7 Customer Service Skills Competencies
- ☺ Why Service?
- ☺ The Service Foundation: 5 Service Principles
- ☺ The 6 Steps on the Stairway to Success: Motivation to Excel in Work and Life
- ☺ Think Like the Customer, Act Like the Owner
- ☺ The Customer Experience and Cycle of Customer Value: Moments of Truth (MOT)
- ☺ Delivering the BASIC Service
- ☺ WOW! ....Beyond Basics
- ☺ You are your Organisation: Your PR Role
- ☺ Positive Communication and Interpersonal Skills
- ☺ The Power of Service Recovery
- ☺ Handling Complaints Effectively
- ☺ Internal Partnership and Cooperation
- ☺ Conflicts Resolution and Utilisation – Taming the Tiger

## Day 4

### BONUS MODULE 2: Customer Service in Rhythm

CCC Malaysia has always believed that people learn best and retain the most when they have fun. We use our Drum Circle Playshop using drums, percussions and music in most of our customer service training. Sometimes, we call our programme "Customer Service in Rhythm". Participants shall learn how to use drums and percussions to promote learning in customer service.



#### It's SHOW Time! Practice Training

- o Putting yourself at ease before Training
- o Final preparation for the Practice Training
- o Exercise: Practice Training by each participant (Assessment to be conducted by the Workshop Leader and fellow participants)



#### Evaluating Training

- o Evaluating Training
- o Benefits of Course Evaluation Data
- o Evaluation Levels
  - Reaction Level Evaluation
  - Learning Level Evaluation
- o Data Collection Methods
- o Evaluation Steps
- o Tips for conducting evaluations

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## Your Master Coach



### ***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), SP Setia, Sarawak Economic Development Corporation (SEDC), Intel Malaysia (Penang), TAR College Centre for Continuing Professional Education, Venture Group, Petronas, KWSP, Jimisar Corporation, Kuching, Khairul Azman & Partners, Maxis, Epson Precision, Astro, Amway and Tenaga Nasional Berhad.*

*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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# Certified Customer Service Trainer (CCST) Programme

22– 25 Nov 2010

Yes! Please register the following delegate(s) for this course on  
**Certified Customer Service Trainer (CCST) Programme**

**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"/>	<b>“Early Bird” fee: RM3,200</b> (Provided that full payment and registration are received by <b>1 Nov 2010</b> )
<input type="checkbox"/>	<b>Regular fee: RM3,500</b>
<input type="checkbox"/>	<b>Group Discount:</b> 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



03-77103152/4752 (Ming Ming/  
Dr Allen Teh)



Fax: 03-77100684



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[allen.teh@centreforcustomercare.com](mailto:allen.teh@centreforcustomercare.com)



**Suite 3-1, Level 3, The Place, No 1 Jln  
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 15 Nov 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!*