

# EQ TO ACHIEVE CUSTOMER SERVICE EXCELLENCE

## Introduction

Organisations spend millions of dollars every year in customer service training programmes for their employees but many complained at the end of the day that the results have been below expectations. After a few months, employees are back to their old ways and the objective of achieving service excellence has not been achieved. What is the problem? Where did we fail and why?

Emotional Intelligence (EQ) may just be the “**missing link**” in the equation. EQ has been defined as “the ability to sense, understand, and effectively apply the power and acumen of emotions as a source of human energy, information, connection, and influence.” To put that into a simpler sense, EQ is “A way of recognizing, understanding, and choosing how we think, feel, and act. It shapes our interactions with others and our understanding of ourselves. It defines how and what we learn; it allows us to set priorities; it drives many of our daily actions.” Customer satisfaction has no bottom-line value -- but customer loyalty is the key to success. How does an organization build relationships so customers become lifelong allies? It begins with a commitment to far exceed “satisfaction” by pursuing “customer delight.” Employees who genuinely, authentically, care about the customers go the extra mile so customers rave about your business.

The workplace need no longer linger in darkness regarding the factors leading to great performance. More than 25 years of research in the neurological field and specific study about the factors that contribute to success in the workplace have resulted in breakthrough perceptions about intelligence. Quantifiable data on performance in a myriad of industries and organisations has resulted in a body of study called EQ. These years of study have named and identified the “intangibles” that predict success in the workplace. EQ explains why despite equal intellectual capacity, training or experience, some people excel while others of the same calibre lag behind.

If EQ can impact performance, we can deduce that EQ can also improve work performance in the area of customer service. Therefore, it is crucial that all employees are given a foundation in EQ before they are even trained on customer service skill-sets. It is just like a farmer who has to spend time preparing the ground before he even think of sowing the seeds. The end result will be high EQ organisations comprising of high EQ employees delivering exceptional service and work performance.

**IQ is a threshold requirement,  
but EQ determines SUCCESS!**

## Workshop Leader



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.

Dr. Allen Teh has more than 28 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.

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.

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

## **Who should attend:**

- All frontline staff
- Snr Managers, Managers and Supervisors
- Trainers & Consultants

## **Centre for Customer Care (CCC) Malaysia**

*(A one-stop centre dedicated to the achievement of customer service excellence)*  
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## **Master Consultant for:**



## Day One

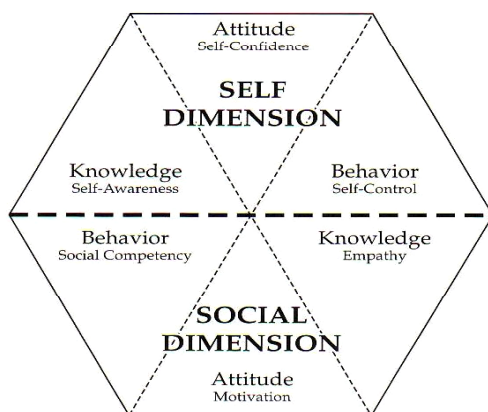
9.00am – 5.00pm

### Customer Service Today?

- o Great opportunity in the midst of a service crisis
- o EQ as the “missing link” to service excellence
- o Introduction to the EQ competencies that great customer service people possess.

### Defining Emotional Intelligence (EQ)

- o Emotional Intelligence: A Definition
- o Balancing Emotional and Intellectual Intelligences
- o K-A-B Model of Emotional Intelligence
- o Improving Your EQ



### Assessing Emotional Intelligence

- o Rating EQ: Self-Assessment
- o Rating EQ: Leadership Assessment
- o Setting Personal Goals

### The Fundamentals of Emotional Intelligence

- o Self Fundamentals: Understanding and Accepting Ourselves
- o Social Fundamentals: The Fundamental of Social Interaction

### The Role of Self-Awareness in Emotional Intelligence

- o Increase your self-awareness so you can better understand your customers.
- o How Emotions Manifest Themselves

### The Role of Self-Confidence in Emotional Intelligence

- o Confidence or Arrogance?
- o Low Self-Confidence
- o What About Overconfidence?
- o Taking Mistakes in Stride

## Day Two

9.00am – 5.00pm

### The Role of Self-Control in Emotional Intelligence

- o Develop self-management and resilience to handle challenging interactions.
- o Lack of Self-Control
- o The Challenge of Anger
- o What NOT To Do with Anger
- o Keeping Our Emotions in Balance
- o Maintaining A Positive Mood

### The Role of Empathy in Emotional Intelligence

- o Developing the Abilities to Empathise
- o Reading Social Cues: Listening with Our Eyes
- o Tone of Voice
- o Listening – The Vehicle to Empathy
- o What To Do When Listening
- o Why Empathy is so Vital

### Motivation and Emotional Intelligence

- o Engage your sense of purpose so you can connect with customers on a deep and meaningful level.
- o The Importance of Meaning
- o Defining Your Purpose
- o Optimism
- o Creativity
- o The Power of Difficulties

### Social Competency and Emotional Intelligence

- o Levels of Relationships
- o Basic Social Skills
- o Suggestions for Developing Deeper Relationships
- o Persuasion and Influence
- o Persuasion, NOT Manipulation
- o Encountering a New Situation

### Promoting Emotional Intelligence in Others: Developing an Employee

- o Set Expectations
- o Be Accessible and Supportive
- o Empower Your Employees
- o Provide Frequent and Positive Feedback
- o Help Employees Maintain Emotional Balance
- o Positive Confrontations

### EQ Developmental Plan

- o Apply the K.A.B EQ model for exceptional customer service and create a personal and professional development plan.

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

## FINAL MODULE AT THE END OF WORKSHOP

### Introduction To EFT

We all suffer from challenging situations that cause stress, distress, unhappiness, anxiety and often times, hopelessness. It is never easy to think straight when this happens. Most books require you to read lengthy chapters just to figure out strategies, which you would realize after completing them that you actually knew them in the first place. EFT, on the other hand, when applied provides you new insights about yourself, helps you cope with issues and heal many of your emotional wounds.

Research suggests that psychotherapy averages about 30% success in helping people deal with emotional issues. EFT has about a 70-80% success rate and I have experienced working with people with a much higher success than 70-80%.

### What Is Emotional Freedom Technique (EFT)?

The philosophy underpinning EFT is that "the cause of all negative emotions is a disruption in the body's energy system". EFT is an emotional form of acupuncture except that we don't use needles and we can do it by ourselves anytime, any place. It centers on the profound effects of the body's subtle energies. We tap with the fingertips to stimulate a certain sequence of meridian energy points while the client is "tuned in" to the problem. What we mean here is that the client is focused on the issue without having to tell the whole story. There are many ways of accessing the "story" but it is meant to be safe for the client and least painful.

The subtle energies that circulate throughout the body have been largely ignored (until recently) by western scientists. It has been regarded as Eastern theory for a long time and acupuncture had been frowned up till recently (just a reminder, there is no puncturing of any sort with EFT). As a result, our use of them for emotional and spiritual healing has been sparse at best. With EFT, however, we consider these subtle energies to be the primary cause of emotional upsets. Tapping them causes them to start circulating freely, as it should while the client is breathing and in touch with the problem. Though it is a paradigm shift for most if not all of us, we invite you to try it out before talking further about the phenomenal results it has achieved. For some evidence of the case histories the amount of work done in this area.

### Physical And Physiological

EFT often provides relief for a very wide range of physical symptoms. We have used it for common colds, asthma, migraine, vomiting, eczema, snoring, etc and they have worked tremendously well. My advice, which also has been given by the most experienced, is to try it on whatever you face, as it has not been known to have limitations to its effect. This, too, is abundantly clear in the case histories, which provide unmistakable evidence of the link between our physical ailments and our emotional issues.

## EMOTION FREEDOM TECHNIQUE (EFT)

1. Introduction to EFT
2. The benefits for EFT to our personal wellbeing, work and family relationships
3. A simple self-reflection exercise
4. The Basic Recipe: The Setup, The Sequence, The 9 Gamut Procedure and the Sequence
5. Testimonials for those who benefited from EFT
6. Hands-on demonstration of EFT
7. Now your turn to practice of EFT
8. Looking and planning forward

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