

# FEELINGS : QUALITY SERVICE...

## FIRST TIME, EVERY TIME

### Introduction

Customer Service is all about **FEELINGS**. Customers stop coming because they feel hurt! On the other hand, when you take care of your customers' **FEELINGS**, they will remain loyal for life and will be your free advertisement.

The only way to stay in business is with **CUSTOMERS**. Customers' impression of the organisation is formed by employees - particularly by people on the front line. The people who work for you must ensure that customers' expectations are matched, and perhaps even exceeded, so that customers walk away feeling successful and happy with your service. Businesses need to learn how to attract them and keep them coming back. The transactional way of doing business must be replaced with customer relationship building.

Our 2-day programme mixes fun with learning. We use various aspects of Rhythm and Music to provoke learning about customer service and to create the awareness on the importance of customers service. Our programme emphasises a deceptively simple but winning approach to customer service – that a relationship is at the heart of every transaction. This programme helps your employees to understand the values, skills, techniques and attitudes necessary to deliver the outstanding, legendary level of customer service you need in order to make sure your customers are fully satisfied – and don't switch to competition. Customers will eventually give positive feedback about your company wherever they go or whoever they meet. Not only will this translate into a positive and good image for your company in the eyes of the public, your employees will feel good that they have performed professionally and have received due recognition. They will then be motivated to perform even better in the future. So, everyone WINS!



### 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

**When you take care of your CUSTOMERES, they will take care of your BUSINESS!**

### **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

### Introduction

- o Music and Customer Service?
- o What are the similarities?

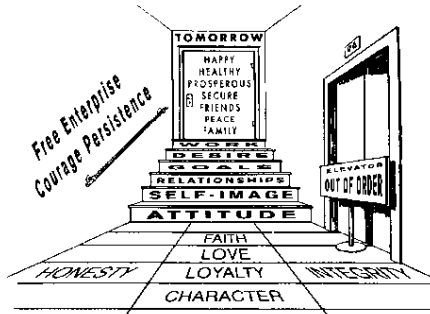
### Why Service?

- o Activity: SWOT Analysis
- o Vision and Core Values
- o A Customer Revolution has started and a Service Crisis is taking place – A Great Opportunity for Business Differentiation

### The 6 Steps on the Stairway to Success: Motivation to Excel in Work and Life

- o **Self-Image**
- o **Attitude**
- o **Your Relationship with Others**
- o **Goals**
- o **Desire**
- o **Work**

#### Stairway To Success



### WOW! ... Beyond Basics

- o The 5 Service Principles
  - Feel Good About Yourself
  - Practise Habits of Courtesy
  - Use Positive Communication
  - Listen and Ask Questions
  - Perform Professionally
- o Remember the Basic A.R.T. for Service
- o WOW! beyond the Basics – the Differentiating Factor in Business
- o “Better, Faster, Different”

### Think Like the Customer, Act Like the Owner

- o The 3 Value Points for Customers
- o Service vs. “Services” – The “How” and not the “What”

### You Are The Organisation

- o Five Body Language Do's and Don'ts
- o Four Guideline for Dressing for Success
- o The Importance of Networking
- o Nine Techniques of Creating a Good Impression through E-mail and Voice mail

## Day Two

9.00am – 5.00pm

### Techniques to Treat Customers as Welcomed Guests (Phone and Face-to-face)

- o The Power of Positive Communication: Face-to-Face and On the Phone
- o Basic, Basic Telephone Skills
- o 5 Forbidden Phrases

### Common Workplace Courtesies

- o It's Business, NOT PERSONAL
- o Managing Emotions with Your Boss, Co-Workers and Customers

### Conflicts Resolution & Utilisation – Taming The Tiger

- o Why and How Internal Conflicts can happen?
- o Resolving Conflicts At Work

# Role Play



### Role Play via Creative Musical Skit Presentation

- o Skit Preparation by Teams (1 hour)
- o Skit Presentation by Teams (1 hour)



### Mini Jam Session

# Closing

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