

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 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. They 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 more than 26 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 restaurants, entertainment, manufacturing, property development and construction, insurance, oil-palm plantations and biotechnology. .

As a trainer and consultant, Dr. Allen Teh has trained for healthcare organisations, insurance companies, securities firms, travel & 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 frontliners, Supervisors & Managers in service industries – Restaurants, Hotels, Hospitals, Banks, Retails, Supermarkets, Airlines, Call Centres, Insurance, Government...

Centre for Customer Care (CCC) Malaysia

(A one-stop centre dedicated to the achievement of customer service excellence)
Suite 3-1, Level 3, THE PLACE, No 1 Jln PJU 8/5G, Bandar Damansara Perdana,
47820 Petaling Jaya, Selangor Tel: +603-77104752 / 3152 Fax: +603-77100684
Website: www.centreforcustomercare.com
www.customereyes.net

Master Consultant for:



Day One

9.00am – 5.30pm

Why Service?

- 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**
 - First Impression is the Lasting Impression
 - Professional
- o **Attitude**
 - Making your Attitude your Greatest Asset
 - The 5 Biggest Attitude Obstacles
- o **Your Relationship with Others**
- o **Goals**
 - How to Develop Your Goals Programme
 - Balance Your Priorities
- o **Desire**
- o **Work**

Think Like the Customer, Act Like the Owner

- o Cycle of Value to the Customer
- o Moments of Truth (MOT)
- o The 3 Value Points for Customers
- o Service vs. “Services “ – The “How” and not the “What”

WOW! ... Beyond Basics

- o Delivering the BASIC Promise
- o 5 Service Principles
- o Remember the Basic A.R.T. for Service
- o WOW! beyond the Basics – the Differentiating Factor in Business
- o “Better, Faster, Different”

Customer Service: A Race without a Finish Line

- o Change or be Changed!
- o “It Could Be Better” Mindset

Day Two

9.00am – 5.30pm

You Are the Organisation: Your PR role

- o Starring Role
- o Supporting Role
- o Dramatic Role
- o Off Stage Role

Positive Communication and Interpersonal Skills

- o Communication Basics
- o Determining Needs: Effective Listening and Questioning
- o Face-to-Face and Telephone Communication
- o 5 Forbidden Phrases
- o 8 Forbidden Actions

Handling Complaints Effectively

- o Complaints as OPPORTUNITIES
- o Developing a Positive Mindset
- o Handling and Managing Angry Customers
- o Handling various types of Demanding Customers
- o Controlling Emotions

The Power of Service Recovery

- o The Power of Service Recovery to Increase Customer Loyalty and Company Image

Conflicts Resolution & Utilisation – Taming The Tiger

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



Skit Presentation

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