

## FEELINGS : QUALITY SERVICE...FIRST TIME, EVERY TIME

21 July 2009 \*

Bukit Kiara Equestrian Club, Kuala Lumpur

### No Service, No Customers No Customers, No Business

2009 and 2010 will be most challenging for many businesses, and many may not even survive. Competition for customers has heated up into a frenzy. Newspapers are full of advertisements promoting innovative products and price-wars are rampant – all at a heavy price and so easily copied by your competitors. Much money is spent on trying to attract customers, but sad to say, many establishments practically chase away their precious customers through poor and deplorable service. And when customers are dissatisfied over some issues, employees are at a lost as to what to do. In fact, their responses make things worse and customers just walk out the door and never return. Worse of all, they tell all their friends how bad you are. Customers are pretty vengeful...better beware!

It seems that employees are still oblivious to the economic crisis that is casting a dark cloud over every business today. Owners, naturally very concerned, are lost for ideas. They have done practically everything: advertise, repackaging, cut prices and some even spent millions just to refurbish their outlets.

Our answer to you today is: **SERVICE, SERVICE, SERVICE.** Our motto is very simple: **If you take care of your customers, your customers will take care of your business.** This equation will never go wrong. So, what are we going to do about it. Send your employees to this 1 Day programme. If you are the Owner or Manager, come as well, because everything rises and falls on leadership. It's a TEAM EFFORT. Staff will deliver WOW! Service when they see that their bosses are equally involved and committed to service excellence.

Our 1 Day programme emphasises the fact that **CUSTOMER SERVICE = \$\$\$\$\$**, and that sales and business will surely increase when our service level increases. This programme is powerful to transform mindsets and provoke behavioural change. We will challenge participants to **DARE TO BE DIFFERENT.** Our trumpet will sound: **CHANGE OR BE CHANGED!**

**Our Promise: You and your staff will never be the same!**

HRDF Claimable  
under SBL

Only  
RM250 per  
participant  
...so don't  
wait...sign  
up now!

**Staff poorly trained in  
customer service is a danger  
to your business!  
Owners..Managers...you  
cannot afford to take this  
risk...at least not in  
challenging times like  
2009/2010**

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

# PROGRAMME OUTLINE

9.00am – 5.30pm

Your Workshop Leader

## ☺ WHY SERVICE? WHY BOTHER?

- Service Crisis and The Customer Revolution
- Eagles or Chicken?
- Choices, Choices, Choices
- No Service, No Customer, No \$\$\$\$
- Do It For Yourself

## ☺ BE THE CUSTOMER?

- Think Like the Customer, Act Like the Owner
- What Customers Value: The 3 Value Points -
- The Moment-of-Truth (MOT): Customer Interaction Points

## ☺ BRILLIANT AT THE BASICS

- The Service Foundation: 5 Service Principles
- What Customers Want Basically: The A.R.T of Service
- Deliver the Basic Promise to Customers

## ☺ WOW! ....BEYOND THE BASICS

- Story Creation
- “Added Value” Points: Run The Extra Mile
- BFD Principle: Better, Faster, Different

## ☺ BETTER SERVICE ... BETTER \$\$\$\$

- Lifetime Value of a Customer
- Customer Loyalty = \$\$\$\$\$
- 3 Cornerstones of Relational Selling: Listening, Probing and Building the Sale (cross-selling/up-selling)

## ☺ MAGICAL SERVICE RECOVERY

- Secret to Increase Customer Loyalty
- Customer Attraction or Customer Retention?
- Complaints as Business Opportunities
- Using L.A.S.T Approach to manage unhappy customers

## ☺ WRAP-UP

- What's at Risk?
- Dare to Be Different: BFD Principle
- Change or be Changed: Your Choice Today!

**Certificate  
Presentation**



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 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.

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 is also the founder of the HUGGERS CLUB, a networking of customer service professionals.

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 customers, they will take care of your business!*

# FEELINGS: Quality Service...First Time, Every Time

21 July 2009, Kuala Lumpur

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

## FEELINGS: Quality Service...First Time, Every Time

(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:

**Only  
RM250 per  
participant**

#### 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.

### To Register



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



Fax: 03-77100684



[ming.ming@centreforcustomercare.com](mailto:ming.ming@centreforcustomercare.com)  
[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 RM250 administration charge will be made for cancellation received in writing on or before **14 July 2009**. 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.

### FOR OFFICIAL USE BY CCC

NAME OF CCC ASSOCIATE	
FEE RECEIVED	RM
REGISTRATION DATE	
REMARKS	

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