

LOYAL FOR LIFE: SERVICE RECOVERY AND HANDLING CUSTOMER COMPLAINTS



Introduction

“SERVICE RECOVERY IS THE ACID TEST OF SERVICE QUALITY”. Studies show that the vast majority of unsatisfied customers will never come right out and tell you they're unsatisfied. So when a customer complains, don't think of it as a nuisance -think of it as a golden opportunity to change that customer's mind and retain his or her business--it's better they complain than leave quietly, later telling everyone they know not to do business with you.

Research shows that by properly handling customer complaints you can not only recover from customer complaints but also improve loyalty. Of customers who register a complaint, 54-70% will buy again if their complaint is resolved. It is clear proper handling of customer complaints will give you the competitive edge.

This 2-days programme will help you to:

- Understand the present market scenario and the Customer Revolution taking place
- Understand the seriousness of the “service crisis” happening in the marketplace, the threats and also the opportunities
- Understand the different types of customers and why they complain
- Describe the value of customer complaints in positive terms and to develop a positive mindset about complaints
- Convert occasional users to loyal customers through the “MAGIC” Service Recovery
- Understand the importance of resolving complaints effectively and turning complaints into improvement, or business opportunities.
- Understand how customer get angry as a process: From Distracted >> Disappointed >> Disruptive
- Learn the L.A.S.T way to handle and manage an angry customer
- Learn ways to prevent complaints from even happening, by delivering quality service ...first time, every time
- Learn ways to exceeds customers' expectations....the WOW factor



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.

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 1

9.00 am – 5.30pm

Introduction:

- o A Customer Revolution has started and a Service Crisis has begun
- o We need to change or be changed!

Why Service?

- o Choices, Choices, Choices
- o Lose Customer Loyalty....Lose Revenue!
- o For Yourself!

Your Valuable Role in the Company

- o You are important to the Company
- o First Impressions Count
- o The Challenge in the banking industry today
- o The Quality Service Interaction – the Moment of Truth
- o Customer experience matters – it's all about FEELINGS!

The Behaviour of Dissatisfied Customers

- o The origin of customer dissatisfaction
- o Customer satisfaction and complaint behaviour

The “MAGIC” of Service Recovery

- o Power of service recovery to regain customer loyalty
- o Opportunity to increase customer loyalty

Customer Complaints

- o Lifetime value of a customer
- o Complaints as Business Opportunities
- o Definition and Types of Complaints
- o Different kinds of customers and their different behaviours
- o Why customers complain?
- o What do customer complaints mean to you?
- o Developing a right mindset towards customer complaints
- o Why is resolving customer complaints effectively is important?

DAY 2

9.00 am – 5.30pm

Handling Complaints Effectively

- o The No 1 Secret: Effective Communication Skills
- o Using common courtesy
- o The Voice, Tone of Voice and Words Used
- o Non-verbal communication: Body Language
- o Effective Listening and Questioning Skills to determine customers' needs
- o Understand the Customer Complaint Process and the Bank's Standards
- o Handle and manage an angry customer using the L.A.S.T technique
- o What not to say: 5 Forbidden Phrases
- o 4 ways to win back the customer who got less than your best
- o Managing customers' expectations effectively
- o How to avoid emotional leakage when handling complaints – use SELF TALK

WOW....Beyond Basics!

- o Prevention better than cure....better service, less complaints
- o Quality Service...First Time, Every Time
- o Beyond average customer service to excellent customer service
- o Building winning relationships: moving from transactional to relational
- o “Added Value” Points – Better, Faster, Different

CREATIVE SKIT PRESENTATION BY TEAMS

- o Preparation for Skit Presentation (1 hour)
- o Skit Presentation by Teams (2 hours)

WRAP UP

- o Conclusion
- o Certificate Presentation

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