Does your organisation do the right things when things go wrong for your customers?

If your answer to the above question is: "I am not sure" or "I think so" or "Sometimes yes sometimes no" ....then your business is at risk! **Take action now.**

Even with great service, there's an occasional slip-up. A product breaks, a reservation is lost, the soup is cold. Saying "Oop, sorry!" just isn't enough. Without a top-notch, well planned service recovery, you lose the customers you worked so hard to acquire. And the story doesn't end there. Unhappy customers don't stay quiet. They tell their friends. They send emails and smses. Negative word-of-mouth (WOM) erodes your brand image that you spent years and millions of dollars to create. Bad news - lost business revenue, lost of customers and finally, possible business closure.

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 which will give you the competitive edge.

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**Service Recovery is the “acid-test” of service quality. The organisation that excels in service recovery will have the competitive advantage in the market.**

80% of customers’ problems are caused by bad systems and not bad people - John Goodman, President TARP Inc
Why You Cannot Miss This Course

You shall learn how to:-

✓ Use the Customer-At-Risk (CAR) Calculator to estimate how much businesses lost due to unhappy customers
✓ convince your boss that a good service recovery system more than pays for itself;
✓ setup policies, processes and technologies for problem resolution;
✓ train service reps and other front-liners to deal successfully with real-time upset customers;
✓ analyse problems to stop them from happening again;
✓ turn "monster" customers into your most loyal friends and advocates;
✓ lead and sustain your organisations' service recovery efforts;
✓ create a Service Recovery System and implement the Solution Space Approach;
✓ design and implement a Complaints Management Framework (CMF);
✓ develop a Service Recovery Culture;
✓ inspire and ignite service staff with a passion to serve customers;
✓ under the importance of Emotions Management and help employees to manage their emotions in their personal lives and when dealing with difficult customers.

At the end of the workshop, you will acquire a blue-print for transforming scattershot responses into a well-planned service recovery process – one that retains customers, generates new ones, and gives you an incredible competitive advantage in the marketplace.

Who Should Attend

- Business owners and senior managers
- Heads of departments
- Business planners and organisational development (OD) strategists
- Members of service quality department
- Business consultants and customer service trainers

Everybody in business hates complaints! Employees dread situations which they might be abused by angry customers. Employees from all levels of decision making authority feel that they are being criticised unjustly. They are also annoyed because they have to put time for which they had not planned into handling customers' complaints problems. Members of top management find themselves more and more frequently confronted with customers who direct their complaints directly to them and who also expect a personal answer. Indeed, top management's time has already been allotted for handling strategic problems. Moreover, members of top management do not see it as a part of their responsibilities to grapple with the detailed problems of unknown customers. Therefore, they tend to merely give instructions that a solution should be found. Complaints are then passed down through the hierarchy, although the primary goal of complaint processing is usually to fend off customer concerns as much as possible and/or to find someone to blame within the firm.

In a tightening buyer’s market, with an increasing level of international competition during recent years, every business entity has increased their efforts to become more market-oriented and get greater access to their customers. Today it is difficult to find top managers who do not declare their public support for customer satisfaction as the primary corporate goal. Proclamations like these remain lip service, however, as long as they have no effects on the experiences of dissatisfied customers.

Contained within each complaint is a customer that has tried your product or service and was dissatisfied. Customer complaints are valuable. They give the firm the opportunity to restore endangered customers’ confidence while strengthening underlying weakness that cause complaints.

Managers must begin to turn customer complaints into voices of change. They must learn how to design, implement and manage effective corporate complaint handling programmes. Not only do the managers need to build processes to manage complaints, they must encourage complaints as well.

When you take care of your customers, they will take care of your business!
INTRODUCTION
- Why Service? Why Bother?
- Threat to the Business: Customer Revolution and Service Crisis
- Change or Be Changed!

Dollars and Sense of Service Recovery
- Service Recovery: The Acid Test of Service Excellence
- Customer ATTRACTION or Customer RETENTION?
- The Economics of Service Recovery
- The Power of Service Recovery: Secret to Enhancing Customer Loyalty

The Behaviour of Dissatisfied Customers
- The origin of customer dissatisfaction
- The Psychology of Recovery: Inside the Mind of a Broken Customer – 2 Common Responses
- What Unhappy Customer expect from you
- The Transformation of a Customer into The Distracted, The Disappointed and The Disruptive
- The L.A.S.T Approach to manage an unhappy customer
- Apology to Atonement

Organisational Service Recovery Readiness Assessment in regards to:
1. System, Policies and Procedures
2. Evaluating Service Performance
3. Customer Focus and Commitment
4. Recognising and Rewarding Service
5. Training and Coaching

Discussion and Brainstorming by Teams on Results of Analysis

Creating a Strategic Service Recovery System
- Creating a Service Recovery System
- Creating Consistent Solutions: The Solution Space Approach
- The Solution Space Context: C.O.R.D.S (Customer-Oriented Responses Dimensions)
- TEAM ACTIVITY: Discussion and Designing of C.O.R.D.S for selected customer issues for the Company
- Developing a Culture for Service Recovery

Complaint Management in a Customer-Oriented Firm
- The Customer Relationship Management (CRM) Model
- The Customer Life Cycle: The Life Time Value of a customer
- Complaint Management: An Integral Part of Service Recovery Strategy and CRM
- Definition and types of complaints
- True and False regarding complaints
- Complaints as a challenge to the firm
- Complaint Management as the core of Customer Relationship Management (CRM)
- Complaint Management and customer care
- The role of Complaint Management in Quality Management

Complaint Management Framework
- Direct and Indirect Complaint Management
- Complaint Management Standards and Quality Indicators
- Derivation of Complaint Management Index (CMI)
- Utilisation of data on Complaint Management

WRAP UP: Leading Service Recovery
- Creating a Culture of Service Recovery
- Find and Retain Good People
- Train and Coach
- Involve and Empower: The Healing Magic of Responsible Freedom
- Reward and Empower: The Healing Magic of Responsible Freedom
- Support and Inspire Performance and Persistence.

When you take care of your customers, they will take care of your business!
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. He is currently conducting research on the impact of EQ competencies to ensure sustainable leadership effectiveness.

Dr. Allen Teh has more than 31 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. Dr. Allen Teh was also the Managing Consultant with Pricewaterhouse for a period of time as well as Regional Human Resource Manager (Asia-Pacific) for Syngenta, a Swiss agrobusiness conglomerate.

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. Some of the more recent companies that have engaged Allen Teh for training/consultancy programmes are Malaysian Assurance Alliance (MAA), Berjaya Group, Kurnia Insurance, Interpacific Securities, Interpacific Travels, Easycall, Kentucky Fried Chicken, Pizza Hut, Pantai Group, Pantai Medivest, Aquawalk, Human Resources Development Council (HRDC), Maybank Group, Trisystem, Tay Ibrahim & Associates, DIGI, TRICOR Hongkong, Sinar Jernih, Western Digital, Fairchild Semiconductor, Hospital Pantai Mutiara, Hewlett Packard, Nestle, SEGI College, ExxonMobil, UMW Toyota, B Braun Medical Industries, Pelangi Berhad, BESTA Corporation, Retail Association Malaysia (REHDA), SP Setia, Sarawak Economic Development Corporation (SEDC), Intel Malaysia (Penang), TAR College Centre for Continuing Professional Education, Venture Group, Petronas, KWSP, Jimisar Corporation, Kuching, Khairul Azman & Partners, Maxis, Epson Precision, Astro, Amway, Tenaga Nasional Berhad, Sabah Shell, SapuraAcery, Celcom, TNT Express, Volvo Malaysia, Standard Chartered Bank, ACE Synergy Insurance, AIA Insurance, Canon Malaysia, Honda Malaysia, Takaful Ikhlas and BURSA Malaysia.

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.
Loyal for Life: Service Recovery Strategies and Complaints Management

7 – 8 May 2012

Yes! Please register the following delegate(s) for this course on Loyal for Life: Service Recovery Strategies and Complaints Management

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Your investment for attending this programme is:

- [ ] Course Fee: RM2,200
- [ ] Group Discount: Enjoy a group discount of 15% for 3 or more delegates booked at the same time from the same organisation and of the same billing source

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. A Certificate of Attendance shall be presented to all delegates.

To Register

03-77103152/4752 (Bridget Chang
019-2692788 / Dr Allen Teh)

Fax: 03-77100684

bridget.chang@customereyes.net
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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 RM500 administration charge will be made for cancellation received in writing on or before 30 April 2012. 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.

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