

THE SERVICE RECOVERY STRATEGY: CREATING A SUSTAINABLE AND UNIQUE COMPETITIVE ADVANTAGE IN BUSINESS



Introduction

Even with great service, there's an occasional slip-up. A product breaks, a reservation is lost, the soup is cold. Saying "Oops, sorry!" is not enough. Without a top-notch service recovery, you lose the customer you worked so hard to acquire. And that leads to negative word-of-mouth, lost income, and even much more money spent on replacing those customers.

What organisations need today is a blueprint to transform scattershot responses into a planned recovery process – one that retains customers, generate new ones, and gives you an incredible sustainable and unique competitive advantage in business today. The "reactive" mode of handling customer problems and complaints whenever they happen is no longer workable. Instead, organisations should become "proactive" with proper service recovery processes and systems in place and staff well trained as well as empowered to convert unhappy situations into memorable customer experience.

This 2-Days programme starts with an assessment that reveals your current level of service recover readiness. Participants will:-

- Convince your boss that a good service recovery system more than pays for itself
- Set up 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 mad-as-hell customers into your most loyal advocates
- Lead and sustain your organisation's recovery efforts
- Learn and implement the Complaints Management Framework (CMF)
- Use technology to drive improvement programme: Complaints Stimulation, Mystery Shopping, Customer Satisfaction Surveys and Employee Climate Surveys

Workshop Leader

Dr. Allen Teh is the founder and Chief Executive Officer for the Centre for Customer Care (CCC) Malaysia. He has more than 27 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.

Target Audience: Senior Managers and Managers who are responsible for hiring, training, coaching and motivating customer contact employees who deal with upset, disappointed, unhappy customers

Centre for Customer Care (CCC) Malaysia

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Master Consultant for:



Day One

Why Service? Why Customers?

- o Customers' Role and Value of Customers in the Business' value Chain
- o A Customer Revolution has started and a Service Crisis has begun
- o We need to change or be changed!
- o Choices, Choices, Choices
- o Lose Customer Loyalty....Lose Revenue!
- o For Yourself!

Customers and Their Behaviour

- o Customer Expectations: 3 Value Points
- o The Transformation of a Customer into The Distracted, The Disappointed and The Disruptive
- o The 2 Basic Reactions of Unhappy Customers

Dollars and Sense of Service Recovery

- o The Economics of Service Recovery
- o Using Proactive Recovery to Rescue At-Risk Customers
- o Reactivation; The Recovery of Lost 'Souls'
- o The Psychology of Recovery: Inside the Mind of a Broken Customer

Creative Service Recovery (CSR)

- o Peace in the storm: Great business opportunities in customer problems
- o The Axioms of Elegant Service Recovery
- o Power of service recovery to regain and elevate customer loyalty
- o Recovery and the Internet/E-Commerce
- o Best practice case studies by leading brands around the world

Leading Service Recovery

- o Creating a Culture of Service Recovery
- o Find and Retain Good People
- o Train and Coach
- o Involve and Empower: The Healing Magic of Responsible Freedom
- o Reward and Recognise Great Recovery
- o Support and Inspire Performance and Persistence

Creating a Strategic Service Recovery System

- o Creating a Service Recovery System
- o Creating Consistent Solutions: The Solution Space Approach
- o culture for creative service recovery
- o Crisis Intervention

Day Two

Customer Complaints

- o Complaints as Business Opportunities
- o Developing a right mindset towards customer complaints: Take Personal Responsibility
- o Types of Customer Complaints
- o Why is resolving customer complaints effectively is important?

Complaint Management in a Customer-Centric Organisation

- o Complaint Management as the core of Customer Relationship Management (CRM) and Role in Retention Management
- o The Complaint Management Framework (CMF)
- o Complaint Management Standards
- o Complaint Management Quality Indicators
- o Deriving the Complaint Management Index (CMI)
- o Human Resource of Complaint Management
- o Organisational Aspects of Complaint Management
- o Technological Aspects of Complaint Management
- o Complaint Management Checklist: A Simple Audit on Existing Practices and Future Actions Needed
- o Customer Complaint Satisfaction Questionnaire

Complaint Reaction: Handling and Managing Complaints Effectively

- o The No 1 Secret: Effective Communication Skills
- 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 Use L.A.S.T method to handle and manage an unhappy customer to a friend for life
- o What not to say: 5 Forbidden Phrases
- o How to avoid emotional leakage when handling complaints – use SELF TALK and VENTING
- o Managing Emotions with Customers: Overcoming the Amygdala Hijack

Hearing from the Silent Majority

- o Danger of Silent Majority: The Silent Unhappy Customers Who Doesn't Tell You
- o Tapping the Voice of Customers: Complaint Stimulation/Mystery Shopping/Customer Satisfaction Surveys, Employee Climate Surveys

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