

TRANSFORMING MANAGERS INTO SERVICE LEADERS

Introduction

It's been said that the greatest obstacle to learning something is believing you already know it. Too many of the people trying to lead businesses today are handicapped by their own belief systems. They believe they know what customers want. They believe they know what creates a true, sustainable competitive advantage. They believe they know what the people in their organisations are capable of contributing, what they're thinking, and what they want out of their work lives. Much of what most of them believe is WRONG!

It's time senior managers to un-learn much of what they've learned, or believe they've learned. And more importantly, it's time for organisations to un-learn and re-learn if they are going to survive and thrive in this new and chaotic business environment. That learning process is at the heart of this 2 - Day programme. All of us in the business world still have much to learn if we are to move our organisations beyond the level of slogans and vision statements hung on the wall about customer service.

Having studied and analysed so many service leaders throughout the world, among others Wal-mart, Nordstrom, Ritz-Carlton, JW Marriot and etc, a common ground was observed. These service leaders had a passion for excellence arising from a passion for their customers. Through their leadership, their organisations have succeeded in differentiating themselves from their competitors and they are currently miles ahead of them.

Therefore, it is imperative that organisations today MUST have effective leaders and managers who are able to lead, taking up the challenge to be the role model for all employees to follow. They are the ones who set the vision, drive it through the organisation and walk-the-talk. They are the ones who display the passion for excellence and for their customers, and they are also the ones who will demonstrate what it means to have passion for excellence and passion for their customers. They are the ones who will create a service culture, that will permeate throughout the fabric of the organisation. Leaders are ones who make things happen and not just talking about it!!!



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 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 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

Everything rises and falls on leadership

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Master Consultant for:



Service Quality Institute
The Global Leader in Customer Service

Day 1

Why Service?

- o Service Crisis and the On-going Customer Revolution
- o Golden Business Opportunity in the Banking Industry!
- o Need to change or be CHANGED!

Transforming from Managers into Service Leaders

- o Difference between Managers and Leaders
- o Your most Important Management Mission: Set the Tone and Lead the Way
 - Becoming Leaders of Influence
 - Reinventing Your Service System
 - The Journey from Boss to Leader

Focus on "PURPOSE"

- o The Power of Purpose
- o Getting Your Focus Down on Paper
- o The Customer Service Model for Excellence: 6 Competencies
- o *Know Yourself: Customer Service Commitment Profile*
- o Activity: Crafting Your Service Strategy Statement
- o Creating and Maintaining a Service Culture

Know Your Customers Intimately

- o Good service is whatever the customer says it is
- o Good enough? Not really.....
- o Managing your Customer Experience : The Moments of Truth (MOT)
- o Listening is a Contact Sport
- o A Complaining Customer is Your Best Friend
- o Little things mean a lot
- o Building Service Partnerships

Make Your Service Delivery System ETDBW (easy to Do Business With)

- o Bad Systems Stop Good People
- o Fix the System, Not the People
- o Measure and Manage from the Customer's Point of View
- o Add Value: The Milk and Cookies Principle
- o If it Isn't Broken.....Fix It!

Hiring the Best

- o Select Slowlyand Hire Carefully
- o 12 Tips to Get Candidates to Reveal Their True Selves

Retaining the Best

- o Pay attention to Employee Retention
- o What leads to Longevity?
- o Remember the **CIA Concept (Connect/Invest/Appreciate)**

Conducting Effective Performance Appraisals

- o 6 Golden Rules

Day 2

Train and Support

- o Start on Day 1 – When Their Hearts and Minds are Malleable)
- o Training Creates Competency, Confidence and Longevity
- o Making Training Stick
- o Thinking and Acting Like a Coach

Involve and Empower

- o Empowerment is Not a Gift
- o Removing the Barriers to Empowerment

Recognise, Reward and Celebrate Success

- o Recognition and Reward: Fuelling the Fires of Service Success
- o Feedback: Breakfast, Lunch and Dinner of Champions
- o Interpersonal Feedback
- o Celebrate Success

Effective Communicational Skills for Managers and Leaders

- o The 8 Golden Rules

Handling and Managing People's Problems

- o The Deadweight – Always miss deadline
- o The Gabber – Too talkative
- o The Backstabber – Talking bad behind the back
- o The Intimidator – Company bully
- o The Power Monger – Always throwing weight around and abusing their power
- o The Joker – Always joking about everything
- o The Know-it-All – They think they know everything
- o The Complainer – Always complaining and very negative
- o The Eternal Latecomer – Punctuality problem
- o The Bad Apple – Bad attitude

Service Recovery: A Management Strategy

- o The Acid Test of Service Quality: Ability to Solve Customers' Problems
- o The Economics of Service Recovery
- o The Service Recovery Process
- o Power of Service Recovery to Enhance Customer Loyalty and Business Profit

The Way Forward!

- o Activity: S.W.O.T Analysis
- o The Service Temple Model
- o Learn the 6 Steps to Greatness Through Drastic Service Excellence Intervention (Case Study: Baptist Healthcare Centre, USA)

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