

CREATING A POSITIVE CUSTOMER EXPERIENCE

DATE: 17-18 May / 11-12 October 2023
20-21 February 2024

FEE: RM900

DURATION: 2 Days

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

Customers have many choices! If they are happy with the way they are treated, they will stay with you. With the fast changing of technologies and trend in today's global economy, providing customer service is compulsory and necessity. All of us are doing that. At the same time, are we doing our best in an amazing way?

Customers may first come into your business because of your product and/or service, and they will decide to come again based on how well they are treated. That is where we move beyond service in giving a better experience by having them as our customer. Moving beyond service from reactive to proactive in providing better customer experience is the key to service excellence.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- State what customer experience means in relation to all your customers, both internal and external
- Identify your customers' needs & expectation
- Increase productivity, efficiency and effectiveness in providing customer experience to generate return business
- Dealing with difficult customers in a professional attitude

METHODOLOGY

- On the spot coaching session for immediate feedback and improvement
- Group Discussion and Presentation
- Interactive Session & Role Play
- Activities
- Video Learning

WHO SHOULD ATTEND

- First Level Manager
- Executive/Supervisory

FACILITATOR

David Ann

He is an NLP Practitioner, an advanced communicator, a committed consultant, a passionate trainer and a champion of numerous public speaking and evaluation competitions. He brings to his programs his experience from his journey from loser to champion as well as his over 20 years of experience in IT, Sales, Retail, Insurance, Customer Service and Training. Having the experience as a Training Manager in 2 different industry give David the cutting edge in taking training in providing the best to the participant; with the exposure and experience in dealing with people from different walks of life.



PROGRAM CONTENT

Module 1

The Opening Frame of Customer Service

- What is customer service?
- Why client or customer matter most to us?
- Why moving beyond service to experience?
- The internal and external customer factors in making the difference
- Overview of Customer journey

Module 2

Determining your Attitude for the outcome in Service Excellence

- Appearance and Courtesy
- The Power of Smile
- Be Energetic and Positive
- Do the right thing all the time

Module 3

Building Relationships with customer in any walks of life

- The outcomes in any relationship – Building Rapport
- The key elements in building rapport
- How rapport can bring a better Customer Experience to everyone

Module 4

Customer and Personality

- 5 different personality of customers
- Managing expectation in their personality
- The Player Card: Understanding the hidden expectation of customers

Module 5

Be Amazing by Going the extra mile!

- Meet & Deliver customer basic needs
- Moving beyond service
- Keep Customer Happy: A Winning Experience

Module 6

Addressing and Managing Complaint

- Turning Difficult Customer Around with Thomas Kilmann Model
 - Collaborating
 - Avoiding
 - Accommodating
 - Compromising
 - Competing
- Listen, Ask and Act to resolve complaint professionally
 - Open Ended Questions
 - Closed Ended Questions
 - Flexibility in asking the right questions

Module 7

Addressing and Managing Complaint

- Turning Difficult Customer Around with Thomas Kilmann Model
 - Collaborating
 - Avoiding
 - Accommodating
 - Compromising
 - Competing
- Listen, Ask and Act to resolve complaint professionally with LUCAL structure

Module 8

Professional etiquette in handling difficult customer

- The 5 Steps GOALS approach in handling difficult customer
- Observation and Attention Focus in providing a solution
- End the conversation with a pleasant customer experience

Module 9

Creative Problem Solving and decision making

- Identify the root cause of the problem
- The 7 Steps Practical Approach in problem solving
- Rectify the situation
- Fix what needs to be fixed

Module 10

Being positive in giving “No” as an answer

- Saying “No” politely in maintaining a better relationship with anyone
- 20 ways of saying “No” that will amaze your customer
- Removing doubts and anger of customer



PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 3
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 4 & 5
		End of the day

Day 2

9:00am - 10:30am	:	Module 6
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 7
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 8 & 9
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:00pm	:	Module 10
		End of the day

