

LEADING CUSTOMER SERVICE FOR FRONTLINE SERVICE STAFF

DATE: 23-24 May / 13-14 September 2023
10-11 January 2024

FEE: RM830

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. In having the customers to maintain a good business relationship, we must provide a customer service that makes them feel amazing. Having a wonderful experience on how well they are treated, they will continue to buy from you. At the same time, creating more loyal customers that will sell for you. The Amazing Customer Service workshop will look at all types of customers and how we can serve them better and improve ourselves in the process. We will be provided with a strong skills set including meeting customer expectation in having a win-win mindset, dealing with difficult customers, managing complain effectively, and generating return business.

LEARNING OUTCOMES

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

- State what customer service means in relation to all your customers, both internal and external
- Identify your customers' needs & expectation
- Increase productivity, efficiency and effectiveness in providing amazing customer service to generate return business
- Provide outstanding customer service over the phone
- 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
- Non-Executive

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?
- The internal and external customer factors in making the difference
- 4 Factors of Learning that link to Amazing Customer Service
 - Knowledge, Attitude, Skills, Habit
- Overview of Amazing Customer Service Journey

Module 2

Determining your Attitude for the outcome in Customer Service

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

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 an Amazing Customer Service to everyone

Module 3

Customer and Personality

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

Module 4

Be Amazing by Going the extra mile!

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

Module 5

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 and Closed Ended Questions
 - Flexibility in asking the right questions

Module 6

Telephone Etiquette in conversation and service

- Greeting and Listening
- 4 types representational system that enhance your conversation with customers
 - V – Visual
 - A – Auditory
 - K – Kinesthetic
 - AD – Auditory Digital
- Observation and Attention Focus in providing a solution
- End call by thanking the customer

Module 7

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 8

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

Selling in Amazing Customer Service

- Handling Objections with 10 ways and removing the doubt in our customer mind
- 20 ways for us to SEAL the DEAL with confident.
- Anyway to go far in selling with Add on, Cross Sell and Up Sell

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
		End of the day



Day 2

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