

# THE 4C'S OF CUSTOMER SERVICE "CONCERN, CONFIDENCE, COMPETENCE, COMMUNICATION"

**DATE:** 16-17 June / 6-7 October 2025  
9-10 February 2026

**FEE:** RM 950

**DURATION:** 2 Days

**HRD CORP SCHEME:**

HRD Corp Claimable Courses

## PROGRAM OVERVIEW

Customers are important in any business. Delivering excellent service is one of the most valuable things businesses can do to stay competitive and successful. The catch word now is "customer satisfaction". It means to emphasize and focus on customer-defined solutions and needs.

This program aims to bring concept and application to quality customer satisfaction, to help bring awareness on how to make every customer interaction a happy occasion, with positive results for the individual and the organisation.

## LEARNING OUTCOMES

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

- Find satisfaction and pride in their jobs through a realization of their roles and importance of being customer centric
- Put into place practical ways to meet and respond to customer's expectations through managing conflicts and issues confidently
- Learn 'What to say' and 'How to say it' when communicating with customers
- Focus their energy positively by being a pro-active and motivated service staff
- Confidently respond to customers complaints with good emotional management.
- Work as a good team member to achieve service target results

## METHODOLOGY

- Throughout the workshop, there is a mix of lectures, role plays and activities, using the Integrative Learning System (ILS) approach to internalise the learning of the workshop. Technologies used will include Multiple Intelligences, Interactive Learning and the Dunn & Dunn's Learning Styles. EQ (Emotional Intelligence) will be emphasized here.

## WHO SHOULD ATTEND

- First Level Managers
- Executive/Supervisory
- Non-Executive

## FACILITATOR

### Irene Choong

She holds a Masters in Training and Human Resource Development (MTHRD) from Newport University, USA and Bachelor of Arts (Hons) degree from the University of Malaya. She is also a Certified Neuro-Linguistic Programming (NLP) Practitioner. Irene also holds a Certificate IV in Training and Assessment (Australia) which is a Work-Based Certification recognised within the Australian Qualifications Framework. She also has accumulated wide experience in the field of management, corporate communications, marketing and service having served in various management capacities in various industries.

## PROGRAM CONTENT

### Module 1

Introduction: Self Motivation

Foundations to a positive work attitude

- "I am responsible for my results" paradigm
- A.B.C. : "Awareness Before Change"
- A.S.K.: "Attitude, Skills, Knowledge"
- P.R.I.D.E.: "Personal Responsibility In Daily Effort"
- 4 key success service attitudes

### Module 2

Importance Of Customer Service Management

- Why important?
  - Impact on the organisation's reputation and services
  - Vital to your happiness and growth at work
- Dynamics and process
  - The components
  - Purpose & Objective
- Standard, Quality, Expectations
  - Going the Distance

**Group activity:** Your roles & responsibilities in customer service management

### Module 3

Be Concern / Can Do

- Cultivate a growth mindset & the right 'Can Do' service attitude
- Meeting your customer's expectations
- Customer's needs & wants
- How to stay motivated in serving customers
- 8 Customer service tips that every employee should have

**Self- assessment :** On customer service skills

### Module 4

Be Confident

- Why important?
- Importance to
  - Customer
  - Employee
- 4 ways to build confidence in serving customers
- 5 strategies to appear more confident when talking to customers
- Presenting a Professional Image

**Skills practise:** Role playing the above skills

### Module 5

Be Competent

- A.S.K – Attitude, Skills, Knowledge
- Professionalism and warmth
- Skills for delivering exceptional customer service
  - Listening skills
  - Empathy
  - Emotional management
- Barriers to performance
- 8 excuses people give when there are no results

**Activity:** Skills practice on workplace scenarios

### Module 6

Communicate Effectively

- Engaging with the customers at an emotional level
- Acknowledgment & respect
- Key Body Language Aspects
- Choice of Words, Tone Of Voice
- Energy, Volume
- Practising 'positive words'
- 'Do's & Don'ts in getting your messages across

**Activity:** "What to say" & "How to say" when dealing with customer challenges & complaints

### Module 7

Success Formula

- Providing a "seamless" experience
- Turn fears and failure into courage and success
- Self-Motivation
  - "I" philosophy
- Action plan for success



## 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 - 5:30pm	:	Module 4
		<b>End of the day</b>

### 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 - 5:30pm	:	Module 7 ( <i>Continue</i> )
		<b>End of the day</b>

