



Developing and Implementing Effective Customer Service Strategies

4-days Hands-on training
Designed for Managers & Business Proprietors



Introduction

This program is designed to equip managers, executives and business proprietors with the required knowledge to develop an effective customer service strategy.

Course objectives

Upon completion of the 4-day course, participants shall be expected to:

- Clarify and accurately assess customer needs using appropriate communication techniques
- Diagnose problems matching service delivery to customers and develop options for improved service within organisational requirements
- Provide relevant and constructive advice to promote the improvement of customer service delivery
- Ensure customer service strategies and opportunities are promoted to designated individuals and groups
- Promptly action procedures to resolve customer difficulties and complaints within organisational requirements
- Use business technology and/or online services to structure and present information on customer service needs
- Maintain systems, records and reporting procedures to compare changes in customer satisfaction
- Ensure that decisions to implement strategies are taken in consultation with designated individuals and groups
- Review client satisfaction with service delivery using verifiable data in accordance with organisational requirements
- Identify and report changes necessary to maintain service standards to designated individuals and groups
- Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of client service strategies

COURSE OUTLINE

Course overview

- Overview of the course
- Your personal objectives

Steps to developing a customer service strategy

- Self - diagnosis
- Service Dimensions All Customers Care About
- [Exercise](#): Where do we stand with our customers?

- The external environment impact on service and business
- Understanding the components of the external environment
- Internal features of your business
- The importance of reputation
- Understanding your customer groups and exceeding customer expectations (Know your customer)
- [Exercise](#): Developing actions based on the external and internal environments

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IMPLEMENTATION OF CUSTOMER SERVICE STRATEGIES

- Conducting Customer Satisfaction Survey
- Developing survey questions
- Collecting and analysing data
- Impact and importance of CSI
- Developing strategy based on survey data results
- **Exercise:** Data collection, calculation, CSI determination, Strategy Statements

- SWOT analysis explained
- **Exercise:** Conducting SWOT analysis to identify your company's service strengths, weaknesses, opportunities and threats. Developing strategy through creating relationships between internal and external factors that influence service

- Process mapping explained
- **Exercise:** Mapping individual "AS IS" service processes to find gaps
- **Exercise:** Developing "TO BE" service process maps for improved service and to resolve customer difficulties and complaints

- Customer Service goals explained
- Critical success factors
- **Exercise:** Service goal setting and strategy action planning

Monitor and evaluate progress

- How to measure service quality
- Customer Service data and KPI's explained
- Service levels best practices
- Setting customer service KPI's for frontliners
- CRM technology / software as a service enhancement and measurement tool

Customer Communication Skills training for customer service professionals and managers

Service is an intangible experience, and a crucial aspect of survival for any enterprise seeking to grow in competitive markets. A positive customer experience is central to any organization's success, as it is often the only thing that distinguishes one business from another. Good Service is really good selling! Both pursuits require sound and strategic planning and preparation. They both require us to sharpen our personal communication skills and product knowledge. This **100% activity based** session is designed to help participants to service and prosper through a service driven culture. The activities are easy to participate in and quick at generating meaningful discussions and skill improvement among participants. Each activity allows for a thorough examination of performance and formulation of meaningful strategies to create a true culture of telephone service. The 4 main ingredients used in this program are Involvement, Interaction, Personal Reflection and Fun! This training session takes a practical approach in terms of enhancing behavioural skills that are imperative for Telephone Service professionals to perform their function confidently. Key elements of **Communication** including Basic Customer Courtesies, Telephone Skills, , email writing skills, Professional Listening, Articulate Speaking, Dealing with angry and irate customers are included.

Program Objectives

By the end of this program the participants shall:

- **Understand** various types of customer behaviours and act accordingly.
- **Structure** calls and other forms of customer contact more effectively
- **Improve** questioning and listening skills
- **Identify** customer's real issues and match with appropriate solutions
- **Build** better relationships with customers using **empathy**
- **Recognize** each customer's unique personality and tailor dialogue accordingly
- **Identify** their own stress triggers and develop action plans to overcome them
- **Understand** the importance and impact of the telephone as a service tool
- **Write** effective and impressive emails

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- **Learn common words and phrases** to use to exude excellent service skills

Customer Communication Skills Training Outline

This program content has been designed to include a combination of simulations, activities and exercises in order to support the above listed objectives. Details follow:

Review of the required elements of world class service

Attitude

Skills

Knowledge

Behaviour

Video: [Courtesy rules](#)

Active Listening

There is a strong link between effective listening and professional telephone service. This is a fast moving and thought-provoking module on the central communication skill of listening. This activity is designed to help participants understand from within, the importance of listening effectively and improving in this area.

- [Activity-The Diagram](#)
- Developing a service dialogue

Empathy - Understanding customer's perspective

- [Video: The human connection](#)
- [Video: Brené Brown on Empathy](#)

Professional / Articulate Speaking

- Communicating without body language through phone
- Articulate speaking
- Mastering and Applying **Voice** Characteristics
- Tone, Pitch, Rate of Speech and Volume
- [Game-The Blindfold](#)

Probing Skills

- The art of asking the right questions to identify and understand underlying customer issues
- [Game - 20 Questions](#)

Saying **NO** Without Say **NO**

Handling complaints and De-fusing angry customers

Handling difficult customer situations well can actually improve future business. When a situation becomes heated, it is better to stick to a clearly defined set of steps and deal with the problem in the most professional manner possible. Professionalism is as much a state of mind or attitude as it is a behaviour. Showing empathy as distinct from sympathy is necessary. Demonstrating a genuine understanding of another human being's predicament is a powerful service image builder. We need to help control a customer's emotions and accept that sometimes we all feel irate or upset. During this module, we identify and practice the crucial steps in calming and directing an angry or irate customer.

- [Role play sessions](#) on real scenarios

Writing effective and impressive emails

- Importance of email etiquette
- Elements of an email

Practical Email Writing Exercise

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IMPLEMENTATION OF CUSTOMER SERVICE STRATEGIES

- Listing individual email objectives
- Designing emails according to those objectives
- Developing and designing impactful and genuine canned responses for recurring situations in email and chat
- Creating individual email signatures
- Generating templates for future email communication and live chat sessions
- Critique and improvement

Developing 2 way communication skills

- **Activity** – Think on your feet

End of training program

Methodology

100% Activity based training

Group discussions

Case studies

Interactive storytelling

Video presentation

Professional fee

RM5000 per day X 4 days = RM20,000

About the consultant

Please scroll to next page....

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Trainer profile



Shahrukh Moghal is a Certified Trainer by PSMB Pembangunan Sumber Manusia Berhad - Certificate # EMP / 1654. He has over 15 years of experience in call centre training and training coordination. Shahrukh believes that front-liners deserve to be assured of their importance in the overall mix of the organizational structure. The experiences that he has injected into his call centre training and consultancy date back to 1990 when he began his career as a call centre agent in the United States. Subsequently, he moved up the ranks of agent to team leader to internal trainer over a period of 6 years. Since then, he has been actively involved with developing agent and team leader skills within call centre teams in a multitude of industries including Media, Banking, Insurance, Telecommunications, Manufacturing, BPO companies, Pharmaceutical Sales Companies, Software Developers and more. This experience as a Call Centre trainer and project coordinator has been instrumental in the development of his understanding of call centre agent and team leader psychology, what drives each position and how skills are developed in each area.



Shahrukh is a respected training provider, not just a trainer. He has coordinated training for multiple clients at a time, for the past 17 years. In some cases 12 to 15 training programs being conducted concurrently in that many locations with that many trainers with hundreds of trainees. This means he handles processes from client enquiry to training proposal development, fee and training module negotiation and adjustment, training confirmation, coordinating trainer schedules, training materials, trainer and client liaison, understanding client training needs and handling trainer and trainee queries and concerns. With this capability, he is considered a “go-to” for any training project coordination requirement.



Shahrukh is the man behind The **PLEASE!**TM Workshops which train frontliners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate. The **PLEASE!**TM Workshops are suitable for any executive who interacts with customers regularly. This is a powerful tool, especially in **Call Centre Agent skills development**. His training sessions are filled with an air of positivity and motivation for the participants. His training style revolves around Concepts, Application, Reflection and most of all FUN!!

Shahrukh's youtube channel including frontliner skills development modules is as follows:

<http://www.youtube.com/shahtrainer>

Shahrukh's call centre training clients:

1. **Maxis Berhad** – Call Centre Outbound Tele-Debt Collector and Team Leader assessment and training
2. **Reliance Berhad Call Centre** – High Impact Telesales Skills (Assessment & Training)
3. **Affin Bank Berhad Call Centre**–Telephone debt collection skills
4. **HSBC Bank Malaysia Berhad** – Branch TELESALLES training of financial products
5. **HSBC Bank Malaysia Berhad Call Centre** – CRM training for the DRM Team
6. **Hong Leong Group Call Centre** – Finance, Bank, Assurance and Customer Service
7. **Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service
8. **The Bank of Nova Scotia Berhad** – Financial products telesales
9. **Malaysia National Insurance Call Centre** – Sales training for a Child Education plan
10. **Legend Hotel Call Centre**– Time Share appointment and Customer Service training
11. **Palace of the Golden Horses** - Time Share Telesales
12. **ING Insurance** – Employee benefit customer service
13. **Bumiputra Commerce Bank Berhad Call Centre** –Phone Banking telesales
14. **Malaysian Oxygen Berhad Call Centre** – Call Centre Telesales & Teleservice
15. **Malaysia Airlines Golden Boutiques** – Buy n Fly card telesales training
16. **New Straits Times**– Classified Ads-Call Centre & Face to face service
17. **Utusan Melayu Call Centre** – Classified Advertising-Outbound Telemarketing Skills
18. **Elken Sdn Bhd** – Counter Service / Effective Communication / Customer Service
19. **British American Tobacco** – Effective Communication and Selling Skills (**Kent**)
20. **Yellow Pages Call Centre** – Appointment setting Skills
21. **MNI Online Call Centre** – Telesales and Teleservice training
22. **Zuellig Pharma Call Centre** - Customer Service and Team Leader Training
23. **Eon Bank Call Centre** – Debt collection and Call Centre Customer Service
24. **AmAssurance Call Centre** – Setting up a new Telesales Unit & Call centre training
25. **RHB Bank Call Centre**– Outbound Telesales Training
26. **Maybank Group Contact Centre** – Outbound Telesales Skills (Insurance products)
27. **OCBC Bank (Malaysia) Berhad** – Outbound Telesales Skills transactional banking
28. **Bank Rakyat Call Centre** – Telesales and Service training
29. **SP Setia** – Outbound Telesales skills
30. **Bonuslink Call Centre** – Outbound Telesales Skills & Inbound Customer Service
31. **Etiqa Insurance Berhad** – Brand Delivery training campaign
32. **CSC Malaysia Berhad BPO Call Centre**– Ensuring contact centre success
33. **Mitsubishi Motors Malaysia** – Call centre Customer Service Skills
34. **Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills
35. **Citylink Express Courier Call Centre**– Call Centre Customer Service Skills
36. **POS Malaysia Call Centre** – Pos Laju Call centre debt collection skills

37. **Sunlife Insurance** – Call Centre Customer Service Skills
38. **DKSH Malaysia** – Call centre agent assessment and one to one coaching
39. **Gibraltar BSN Life Insurance Berhad – Formerly UniAsia Life** - Call Centre Telesales
40. **Corporate Information Travel** – Service Based Telephone Techniques & Handling Difficult Callers
41. **HRDF – PSMB Call Centre** Customer Care Excellence
42. **Gabungan AQRS Berhad** – Communication Skills
43. **Aeon Credit Services Sdn. Bhd.** – Telesales training for financial services

