

EXCELLENT CUSTOMER SERVICE & RESPONSE TO COMPLAINTS

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Excellent Customer Service & Response to Complaints

Select	Date	Time	Country	Venue
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Overview



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 for Service Professionals who engage customers in:

Live Chat, Email, Telephone, Face to Face interactions. 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.

Learning Outcomes

By the end of this excellent customer service course, participants will be able to:

- Understand the importance of various customer touch points within the organisations and developing skills in each one to boost customer experience to a higher level
- Structure customer contact more effectively
- Improve questioning and listening skills through speaking and writing
- Identify customer's real issues and match with appropriate solutions
- Build better relationships with customers using empathy
- Understand the importance and impact of the telephone as a service tool
- Write effective emails to respond to complaints (Complaint Letter templates provided)
- Live chat dialogue including templates and canned responses

Who Must Attend

This Excellent Customer Service and Handling complaints program is designed for customer service front liners, supervisors, team leaders of any industry.

Course Details

DAY 1

MODULE 1 : Key Elements to World Class Service

- Attitude
- Skills
- Knowledge
- Behaviour

Are you equipped with Customer Oriented Skills?

MODULE 2 : Improving Your "Emphatic-Listening" Skills

Listening is the key to great relationships and good understanding.

Activity : The Diagram

L = Look interested - be interested

I = Involve yourself by responding/ nodding

S = Stay on focus

T = Test your understanding

E = Evaluate the message

N = Neutralise feelings

MODULE 3: Empathy - Understanding customer's perspective

The Human Connection - Do you Feel Genuine Connection with Others?

Deepening Your Connection with your clients

Video: BrenéBrown on Empathy

MODULE 4: Professional and 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

MODULE 5 : Probing Skills

- **The art of asking the right questions to identify and understand underlying customer issues**
- Game : 20 Questions
- Activity: Airplain Contract

DAY 2

MODULE 6 : Top Tips to Good Telephone Etiquette

A warm, friendly, helpful and professional voice is one which attracts the customer loyalty.

MODULE 7 : Secret Body Language and how to Interpret Them

- Activity : Synchrony vs Dyssemia
- Do's & Don'ts in Body Language

MODULE 8 : Responding to complaints and De-fusing angry customers (Live Case Studies)

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. 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.

- Activity : Role play sessions on real scenarios

MODULE 9 : Winning Live Chat & Web Chat Training for Your Customer Service Team

Live Chat & Industry standards

- Group exercise

MODULE 10 : Email Writing Skill & Best Practices (Practical)

Writing Effective Emails (Exercises/ Complaint Letter Samples & Templates Included)

- How to Respond to Complaints (Structure)
- Apologitic emails to handle complaints
- Replying emails according to your objectives
- Respond to impactful and genuine canned responses for recurring situations in email
- Creating templates for future email communication
- Critique and improvement

Methodology

In this experiential Customer Service program, we adopt a facilitative approach through interactive workshops, self-assessments, group activities and simulations. As It is very important for participants to review their own outcome, activities are designed to illustrate key issues that the participants are facing in Customer Service and identify areas of improvement.

Course Leader

MR SHAHRUKH MOGHAL

Mr Shahrukh Moghal is a Certified Trainer by HRDF, Malaysia. He brings to you over 15 years of experience in call centre training, customer services, telesales and tele-debt trainings and consultancy. He 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 Prima, Banking, Insurance, Manufacturing, BPO companies, Pharmaceutical Sales Companies, Software Developers and more.

This experience as a customer service 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.

He is a GEM as a trainer. He is active, friendly and approachable. He makes his participants feel at ease and relax during his sessions. He's highly pragmatic and only shares and trains what he know best to help participants gain the pertinent skills to enhance their own confidence and effectiveness.

Mr Moghal is the founder of The PLEASE![™] Workshops which train front liners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate. The PLEASE![™] Workshops are suitable for any executive who interacts with customers regularly. A powerful too, 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!!

Here is a list of call centre training and clients that he has done:

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. ING Insurance – Employee benefit sales and service skills
9. The Bank of Nova Scotia Berhad – Financial products telesales
10. Malaysia National Insurance Call Centre – Sales training for a Child Education plan
11. Legend Hotel Call Centre – Time Share appointment and Customer Service training
12. Palace of the Golden Horses - Time Share Telesales

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. Marsh Insurance – Call centre customer service skills
44. Charity fundraising, Donor Acquisition & Retention Skills training for the following entities:

MALAYSIA

UNICEF MALAYSIA, MAKNA - (Majlis Kanser Nasional) or National Cancer Council Malaysia, NKF – National Kidney Foundation, WWF MALAYSIA, BUDIMAS – Charitable fund for orphanages, SUKA SOCIETY - Set up to protect and to preserve the best interests of children

SINGAPORE

BONE MARROW DONOR PROGRAMME (BMDP), SINGAPORE HEART FOUNDATION (SHF), World Wildlife for Nature (WWF), Singapore Cancer Society (SCS), Singapore Senior Citizens' Home (SASCO), Special Olympics Asia Pacific (SOAP), 365 Cancer Prevention Society (365 CSP)

45. BHP Billiton – Customer Service Excellence
46. Aeon Credit Services Sdn. Bhd. – Telesales for financial services
47. Ekovest Berhad Highway Project – Call centre customer service

- 48.Korean Airline – Concentrix – De-fusing angry customers for 2nd support level Team Leaders
- 49.MPI Generali Insurance – Customer Care Excellence
- 50.Google Malaysia Business Partner – Locus-T – Telephone Appointment Setting and Call Centre Team Leadership Skills
- 51.Google Malaysia Business Partner – Locus-T – Customer Service Skills and Service Team Leadership Skills
- 52.ELK Desa Capital Sdn. Bhd. – Hire Purchase Debt Collection Skills through the phone
- 53.MCIS Insurance – Call Centre Customer Service consultancy & training
- 54.KWSP – EPF Debt Collection Enforcement training

To contact us for any speaking, training and consultancy engagements, please contact us at **+603 8074 9056 | Mobile +6012 6869 628 | +6018 2735 123** or email: info@iTrainingExpert.com

Testimonies

“I now feel confident in my ability to overcome obstacles in managing difficult customers in my profession. The trainer was really fun and resourceful.” – Executive Secretary, Chemical Company of Malaysia Berhad.

“This Customer Service and Response to Complaints course taught me how to be better at my job as a customer service assistant. It improved my skills and knowledge in the related fields. The trainer did a good job. Very nice!” – Front Desk, Global Facilities Management Sdn. Bhd.

“Before I attended this Customer Service and Response to Complaints training I really felt like I needed to increase my Customer Management and EQ skills. I felt great and positive after I completed this course. This program taught me how to improve my skills in customer service and how to approach difficult people and how to respond to complaints professionally. The trainer was great. I really wish to be as firm and good as the trainer.”
– Customer Liason Officer, Energy Management Services Sdn. Bhd.

Investment

Normal fee
Sign up 1 pax
MYR 2,890.00
Pay before course starts
USD 800.00

Early Bird
Sign up 1 pax
14 days before course starts
MYR 2,290.00
USD 640.00

Group Fee
Sign up 3 pax or more
Pay 14 days starts before course
MYR 2,190.00
USD 610.00

(Fee inclusive of Buffet Lunch, Refreshment, Welcome Pack, Training Materials & Certificate of Achievement)

Certificate

Upon successful completion of this program, you will receive a Certificate of Achievement. Certificates are distributed on the final day of the program.

Payment mode:

1. ONLINE PAYMENT by Credit card: You can opt to register and pay online with our latest payment integration system through our website.

2. BANK IN CHEQUE

Bank in and then scan the Bank-in slip and email to us before the course commence to confirm your seat.

Courier your cheque payment to our Finance HQ.

**Note that we DO NOT take any payments during the event.*

3. BANK IN CASH: You can also pay by cash through bank-in our company bank account.

4. Telegraphic Transfer- You can also opt to use GIRO or telegraphic transfer of payment via international banks.

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