

Enhancing Customer Experience

PUBLIC WORKSHOP
January 24-25 in Kuala Lumpur

**100% HRDF
EARLY BIRD
GROUP DISCOUNT**



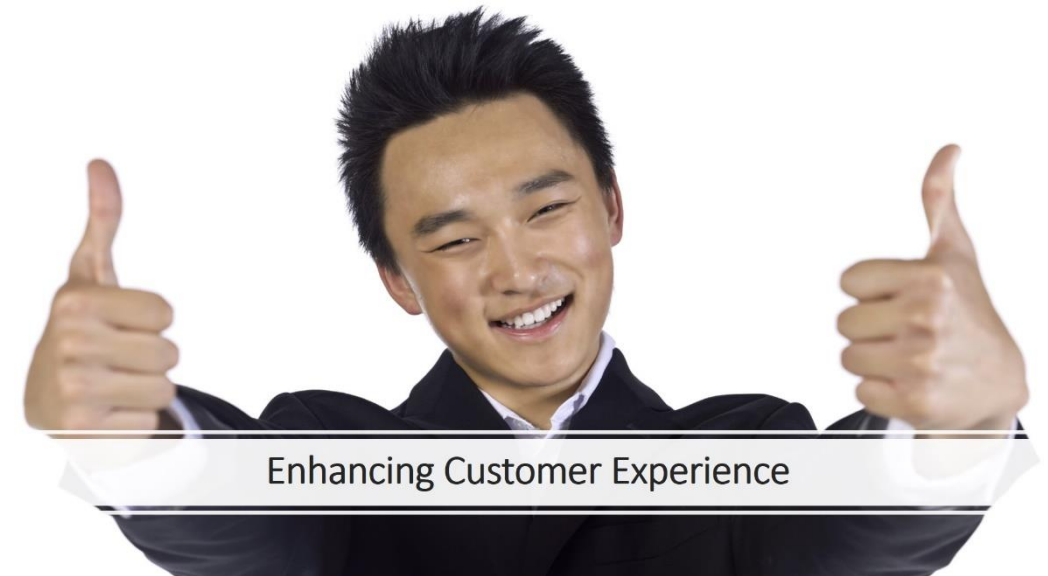
CONDUCTED BY
Shahrukh Moghal
HRDF Approved

Live Chat, Email, Telephone, Face to Face interactions
Develop customer relationships with confidence
Structure customer interactions more effectively

Global Corporate Academy Sdn Bhd (1040624-H)

Unit 13-G, Jalan OP 1/2, 1 Puchong Business Park, 47160, Puchong, Selangor, Malaysia.

M: 0123278240 Email: shahrukh@contactskills.com web: www.contactskills.com



INTRODUCTION

This 100% activity based session is designed for Service Professionals who engage customers in:
Live Chat, Email, Telephone, Face to Face interactions.

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 Service professionals to perform their function confidently. Key elements of Communication including Basic Customer Courtesies, Telephone Skills, , email writing skills, Professional Listening, Articulate Speaking, Live Chat, Dealing with angry and irate customers are included.

OBJECTIVES

- Understand the importance of various customer touch points within the organizations 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 & live chat dialogue including templates and canned responses

METHODOLOGY

- 100% Activity based training
- Relevant games & simulations
- Group discussions
- Case studies
- Interactive storytelling
- Video presentation

Review of the required elements of world class service

Attitude

Skills

Knowledge

Behaviour

Active Listening

Activity - The Diagram

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

5 Dimensions of Customer Satisfaction

Body Language strategy & secret

Activity – Synchrony vs Dyssemia

Do's & Don'ts in Body Language

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

Live Chat / Web Chat technique & Industry standards

Group exercise

Email Writing Skill & Best Practices

Group exercise



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. He conducts **Certified Contact Centre Professional program** subsidised by **HRDF** under its **Graduates ENhancEment pRogrAMme for Employability (GENERATE) scheme** for fresh graduates. The experiences that he has injected into his customer contact training and consultancy date back to 1990 when he began his career as a sales and service 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 sales and service

Shahrukh is the man behind **The PLEASE!™ and LEAP!™ Workshops** which train frontliners 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. The **LEAP!™** Workshops are suitable for professionals such as Doctors, Lawyers, School Teachers, University Lecturers and more in their quest to engage their patients, clients, students etc. during the communication process. 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!! 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 is the man behind **The PLEASE!™** Workshops which train frontliners 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. Especially in **Contact centre customer service, Face to face customer service, Telesales and Debt collection through phone.**

Shahrukh's youtube channel including frontliner skills development modules is as follows: <http://www.youtube.com/channel/UC067zunxivllLuOICKJ9f4g>
To view **TESTIMONIALS** given by clients, please click here: <http://www.contactskills.com/testimonials.html>





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 TELESALERS 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. **Appco Asia BPO Call Centre** – Charity fundraising through the phone
45. **BHP Billiton** – Customer Service Excellence
46. **Aeon Credit Services Sdn. Bhd.** – Telesales for financial services
47. **MCIS Insurance** – Customer Care Excellence project
48. **EPF – KWSP** – Call centre & face to face debt collection skills
49. **Khazanah Nasional Berhad** – Enhancing Customer Experience

Please register the following participants for the 2 Day
ENHANCING CUSTOMER EXPERIENCE program on January 24-25, 2019.

Name	
Designation	
Name	
Designation	
Name	
Designation	
Name	
Designation	
Name	
Designation	

Company: _____
 Address: _____
 Telephone: _____
 Fax: _____
 Contact person: _____ Amount payable: _____
 Signature: _____ Date: _____
 Company chop: _____

Registration fees and policy :-

- Registration of 1 participant: RM 1900
- Early Bird Special for registration before January 5th: RM 1800 per participant
- Groups of 3 or more: RM 1700 per participant
- To register: Please email the **completed** registration form with participant names to: shahrukh@contactskills.com
- Please make payment to GLOBAL CORPORATE ACADEMY SDN. BHD. In case of online transfer, the account number shall be provided upon registration.