

Public Training/Workshop#



Front Line & Customer Service Training

"We Make Learning More Adventure"

Objectives:

- To develop a customer-oriented culture in the company.
- To help the participants to align the company's customer service efforts in a similar direction.
- To learn skills and techniques to build and manage a good customer service team
- To enhance communication skills to improve internal and external customer service.
- To create a greater awareness of maintaining the Company's service image.
- To leverage competition through customer intimacy.
- To equip the team with tools and skills in setting quality standards and effectively monitoring them.
- To arm participants with abilities to proactively solve customer problems before it arises.

Methodology:

- Interactive Lectures
- Discussion
- Group Dynamics & Workshops
- Case Studies
- Video
- Individual / Group Presentation

Date: English & Bahasa Malaysia

Please refer to

Venue:

WEBSITE

Duration:

2 days (9am - 5pm)

Medium:

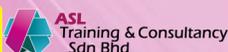
Who Should Attend?:

- Marketing staffs
- Purchasing staffs
- Receptionist
- Telephone Operators
- Executive & Manager



Program Schedule :

Registration : 8.30am
Morning session : 9.00am - 10.30am
Morning Tea : 10.30am - 10.45am
Lunch : 1.00pm - 2.00pm
Afternoon session : 2.00pm - 3.30pm
Afternoon Tea : 3.30pm - 3.45pm
End : 5.00pm



COURSE CONTENT

Module 1 :Understanding Your Customer, External and Internal

To develop a customer-oriented culture in any company, one must understand the nature of what the company is providing, fully realize what your customers want from you and how they perceive you and any other company representative from the start.

This module seeks to address the fundamental questions that will allow the participants to focus their customer service efforts in the right direction. We will seek to find out the company's specific service niche, the service characteristics, and the customer profile and find out how the customers currently see the participants and the company. Internally, we will strive to understand what quality internal customer service is to the people within the company.

Module 2 :Components of Customer Care – The “WOW factor in your service

What are the components of good customer service that would make the customer go “WOW”? What can we do that would reflect service above and beyond the call of duty? How can we begin to behave in the way that the customer will enjoy being with us and make us a part of their lives?

Module 3 :Cascading the Mission, Vision and Core Values for Customer Service

This is a diagnostic session to revisit the mission, vision statements and core values of the company to understand its linkage with customer service.

The session will then be facilitated to translate how this linkage can be an integrative part of every individual's task and duties in the workplace.

Module 4 :Monitoring Performance to Maintain the Service Image

To ensure that the customer service is kept to the required standards, one must work to maintain it by giving it a regular “check-up”.

Participants will be shown three effective measurement systems, which are on-going processes. This includes:

- A Customer Feedback System, which enhances customer accessibility and
- An Employee Feedback System, which keeps the entire service team on the right track

Module 5 :Handling Difficult and Demanding Customers

In this module, participants will learn what fight starters are and how argument arises. Participants will learn to disarm, deflect and diffuse difficult customers.

How can we turn difficult customer into a fan? What can we do to capitalize on customer complaints and make it profitable? Using verbal “Tongue-Fu” participants will be able to recapture the hearts of the customers again.

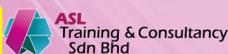
Module 6 :The Costs of Poor Service and Poor Quality and How these Affect The Company

It is always said that if you provide a poor quality product or service, you will lose not only the current customers but the potential ones as well.

This module will stress the importance of this statement and the trainers will demonstrate the extent of damage poor service and quality can cause, at all levels of customer contact point.

Module 7 :Gracious problem solving

- a. How should customer complaints be handled?
- b. How can upset customers be made happy?
- c. How should difficult and rude customer be dealt with?
- d. Who should handle customer complaints and problems?
- e. How do you know when problems are handled graciously?



COURSE LEADER

En. Saiffuzin Salim

Saiffuzin Salim is a an accredited administrator of the Myers-Briggs Type Indicator and Interstrength®, an instrument that helps people understand their psychological preferences, improve relationships and fulfill human potential, Work Motivation Inventory®, Firo-B® all of which form the basis of his training programs.

He's also a qualified Emergency First Aid Responder Instructor. His academic background is English, completed his secondary education in Singapore and later majored in accounting. He started working as an external auditor and his last position was a senior accounts manager. He had undergone career metamorphosis as trainer and consultant.

His repertoire of topics focuses on methods to enhance interpersonal communication for teams, team building, problem solving and decision making, train the trainers and the delivery of impactful sales program. He conducts his training programs throughout Malaysia. Known to be an energetic and dynamic trainer, Saiffuzin have conducted training and facilitation for corporate organizations. Such as: Kumpulan Karangraf Sdn Bhd, Multi Modal Freight Sdn Bhd, Putrajaya Corporation Sdn Bhd, Golden Arches Restaurants Sdn Bhd, HSBC Bank Berhad, Malaysian Aids Council, Philip Morris (M) Sdn Bhd, CSA (M) Bhd, SKF Sdn Bhd, SME Banks, Teknik Janakuasa Sdn Bhd, Bank Islam Malaysia Berhad, MBF Cards Malaysia Sdn Bhd, Finisar (M) Sdn Bhd, Totoku (M) Sdn Bhd, Denso Malaysia Sdn Bhd, Negeri Sembilan Cement Industries Sdn Bhd, Dunham-Bush (Malaysia) Bhd, Moccis Trading Sdn Bhd, Convenience Shopping Sdn Bhd, Kenseisha (M) Sdn Bhd, Perodua Sales Sdn Bhd, UMW Corporation Sdn Bhd, Koperasi NSTP Bhd, Wyeth, Bristol Myers Squibb Sdn Bhd, B Braun and Cycle and Carriage Bintang Berhad.

He has also delivered talks for corporate and voluntary organizations in Kuala Lumpur that include MARTRADE, Bernama, Pengasih, Airport Limo (M) Sdn Bhd.

IN-HOUSE TRAINING

Do you have 5 STAFF and above with similar training requirements?

ASL Training offers **In-House training programs** specially designed to meet the particular needs of the client's / organizations.

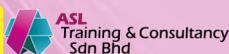
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Our program is claimable fully under HRDF/PSMB

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Registration Form

FRONT LINE & CUSTOMER SERVICE TRAINING

Date : *Refer to WEBSITE*

Venue:

PLEASE COMPLETE THIS FORM AND EMAIL / FAX TO US EMAIL :

icare@asl-solutions.com ; shafi@asl-solutions.com

FAX : +603-5548 0024 ; TEL: +603-5542 0023 (HuntingLine)

PARTICIPATION FOR TWO DAYS WORKSHOP

PROMOTION AVAILABLE

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PARTICIPANT'S NAME :

Name : _____

Position: _____ Dept: _____

DL : _____ HP: _____

Email: _____

Name : _____

Position: _____ Dept: _____

DL : _____ HP: _____

Email: _____

Name : _____

Position: _____ Dept: _____

DL : _____ HP: _____

Email: _____

Company Name: _____

Address _____

City: _____ Postcode: _____

Tel : _____ Fax: _____

(Authorization (Signatory must be authorized on behalf of the company)

Name: _____

Position: _____ Department : _____

DL: _____ Email : _____

Signature: _____

Date: _____

TERMS & CONDITIONS:

1. Workshop Fee is not inclusive of accommodation and transportation
2. Fees are inclusive of program materials and refreshments.
3. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10) working days upon the issuance of invoice or a letter of undertaking (LOU) .Payment or LOU must be received prior to the conference/ training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

4. CLIENT'S CANCELLATION / SUBSTITUTION Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in. All bookings carry a 50% cancellation liability should the notice given is less than two(2) weeks. and 100% cancellation liability 7-days prior to the event Non-payment or non-attendance does not constitute cancellation. (However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing)

5. If, for any unexpected circumstances or reasons that ASL Group decides to postpone this event, the client hereby indemnifies and holds ASL Group harmless from any cost incurred in by the client. The event fee's will be refunded,

ASL Group reserves the right to change the content without notice.

6. Copyright etc. - All Intellectual Property rights in all materials produced or distributed by group in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.

7. Important note: In the event that if ASL Group permanently cancels the event for any reason whatsoever, (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.

8. All Payment should Be Made to :

ASL Training & Consultancy Sdn. Bhd.

COMPANY STAMP

