



Public Training/Workshop#

MANAGING CUSTOMER COMPLAINTS

"THE ART OF ADVENTURE FOR LIFELONG LEARNING"

INTRODUCTION

Why do customers complaint? Various reasons have been attributed to why customers make a lot of noise and many personnel failed to remedy the situation prompt enough to stop it from escalating.

How do we serve customers better so that complaints can be translated to compliments?

Customers are human beings, just like us, the service provider. It is always about meeting their expectations that concerns them and addressing the lacking should there be any lacking. Nevertheless, not all people act and react the same way to the same treatment. Therefore, it is vital to identify personal strength and personalities to meet the different requirement and expectations of customers.

This program will do just that in addressing the situation caused by people and should be solved by people. Therefore, creating a better working environment and at the same time enhancing the quality of life of the personnel involved as a personnel as well as a person. Thus, live becomes better at work and at home.

Let's stop worrying and start living!

PROGRAM OBJECTIVE

- Identify & understands types of customers
- Increase human (personnel) performance & limitation
- Identify & understand personal profile/type
- Identify personal strength in dealing with customers
- Examining various techniques in dealing & serving customers
- Achieving company's vision & mission when dealing with customers
- Analyze why customers complaints
- Identify & analyze various ways of dealing with complaints
- Enhance life & work quality
- Live life efficiently & effectively

WHO SHOULD ATTEND?

- Customer Services Dept
- Marketing & Sale Dept
- Purchasing Dept
- Receptionist and Telephone Operators

DATE

15 - 16 Feb 2017
26 - 27 Sept 2017

VENUE

Vistana Hotel, KL

DURATION

2 days, 9am – 5pm

TRAINER

Mr. Shamsul

MEDIUM

English & Bahasa Malaysia

METHODOLOGY

- Lectures
- Discussion
- Group Workshops
- Individual/Group Presentation
- Personal Action Plans

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

CUSTOMERS IDENTIFICATION

- What is a customer?
 - ⇒ Definitions & identifications
- Who are customers
 - ⇒ Internal vs. external
- Why the need for customers
- Why the need for customer service
 - ⇒ Importance
 - ⇒ Significance
- Why customers complain?
 - ⇒ The fear & esteem in customers
- Are customers always right?

PERSONAL DEVELOPMENT

- Self Profiling
 - ⇒ Are we fit to handle customers
 - ⇒ How can we handle customers
- Aligning company's principles with personal objectives
- The 3 elements of success
- The 4 levels of alertness
- Self leadership
 - ⇒ Improving personal achievement at work for personal glory
 - ⇒ Improving self personality to enhance personal KPI
- Personality improvement
 - ⇒ Listen attentively
 - ⇒ Smile honestly
 - ⇒ Perceive neutrally
 - ⇒ Speak softly & in control
- Self control for better customers management
 - ⇒ Improving physical & mental health
 - ⇒ Stress management
 - i. Improvement of Mind, Body & Soul
 - ii. Sleep circadian rhythm
 - iii. Anger management
 - iv. Physical & mental rest
 - ⇒ Dealing with conflict
 - i. Internal
 - ii. External
 - ⇒ Time management
- Assertive vs. aggressive



CUSTOMER RELATIONS

- Communication
 - ⇒ Improving communication skills
 - ⇒ Analyze communication models
 - ⇒ Why communications fail?
 - ⇒ How to improve 2-way communication
 - ⇒ 7 barriers to effective communication
 - ⇒ 7 communication strategy
- Analyze people's perception
 - ⇒ How do we perceive people
 - ⇒ How do people perceive us
 - ⇒ Why perception always lead to negativity
 - ⇒ How to improve perception
 - ⇒ Creating a more conducive environment with positive perception

BUILDING THE POSITIVE CORPORATE IMAGE

- Personal grooming
- Projecting professional and friendly image and environment
- Being courteous to customers

MANAGING CUSTOMERS

- **PRINCIPLES: The 3C principles**
 - 3 principles for self adoption
 - ⇒ Courtesy
 - ⇒ Cooperation
 - ⇒ Communication
- **APPROACH: HEART**
 - 5 categories to approaching customers
 - ⇒ Honest
 - ⇒ Empathetic
 - ⇒ Appreciative
 - ⇒ Respectful
 - ⇒ Tolerance
- **TOOL – THE STAR MODEL**
 - The STAR model to analyze and emphasize approach & principles in managing complaining customers
 - ⇒ Situation
 - ⇒ Task
 - ⇒ Action
 - ⇒ Result
- **TOOL – The 3 Baskets of Customer Complaints**

ACTION PLANS

- 3 past, present & future attributes
- Personal improvement diagnosis
- Personal action plans

SUMMARY & PROGRAM EVALUATION

TRAINER PROFILE

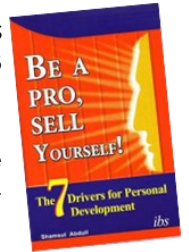
MR. SHAMSUL



Shamsul B. Abdullah, a multi faceted and certified PSMB Trainer (TTT/0823) is highly requested by the industry due to his unique approach in his training. He was once a PR Consultant and is also still a qualified pilot holding ATPL License, and has adopted many principals in flying and aviation into his training that makes it unique in its own.

He is a familiar face on TV having graced many advertisements, as well as being a guest panel for a few local TV talk shows like **Bincang Petang, TV3 and On Two, TV2.**

The creator of the **7 Drivers for Personal Development** and author of the published book "**Be a PRO, Sell Yourself!**" he is a dynamic speaker and motivator, and understands the participants' needs very well.



He is a man who wears many hats, and true to his reputations, he has always incorporated his knowledge and experience in the many areas and industries he had been into his training sessions. His experience in the banking, manufacturing, TV works, aviation & hospitality is put into good use in his training sessions aided by the principles developed from the book.

He is a certified Fitness Instructor and often designed his outdoor & indoor programs by consolidating his knowledge and experience in fitness & health into his program.

His efficient time management also allows him to do TV & print advertisement, among them are for Toyota, KFC, Nestle, TM and Perodua. Through his involvement in modeling he now trains and builds people's confidence through influential corporate image & grooming. He has had vocal training by renowned celebrities and now lends his voice for advertisements' and corporate videos' voice over recording and does emceeing on a freelance basis.

Among his clients are MISC Bhd, Nepline Bhd, National Valuation Institute, EPF, TM Bhd, Volvo Trucks Malaysia, Naza Kia Academy, several local colleges, NSTP (M) Bhd, Bank Pembangunan & Industri, Hot FM & Suria FM, Faber MediServe Sdn Bhd, MMC Corporation, Konsortium Logistik Bhd (KLB), Kota Mineral & Chemicals, British American Tobacco (Malaysia), Sabah State Library, UniTAR, and Carrefour.

He received his first degree from Maryland University, USA. He also has a Diploma in Banking Studies from UiTM, Shah Alam and Commercial Pilot License from AST, Scotland. He had served in many hospitality industries and flew with a local airline for several years. He now concentrates on training and development after completing his Masters of Business Administration from UiTM, Shah Alam and is currently doing his research for his Doctorate program from the same University.

He is now the Resident HR & Training Consultant for Kota Bharu Medical Center (KBMC), a Specialist Hospital in Kota Bharu, Kelantan where he is involved in turning around the hospital and bringing it to profitability through consultation of departmental operations and emphasis on human capital training in the areas of Public Relations, Marketing, Customer Services, Communication, Corporate Grooming & Image Development, Team Working & Team Bonding Programs, Nurses Development Programs (customized) and various Motivational programs.

His continuous R&D into human development programs makes his programs fresh year to year and he is now collecting materials and research for his new book on Leadership Development.

IN-HOUSE TRAINING

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

Call us **NOW** at **+603-5542 0023** / icare@asl-solutions.com



Registration Form

Managing Customer Complaints

Date : 15 - 16 Feb 2017 & 26 - 27 Sept 2017 | Venue: Vistana Hotel, KL

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

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

FAX : +603-5545 1978 ; TEL : +603-5542 0023 (Hunting Line)

PARTICIPATION FOR TWO DAYS WORKSHOP FEE :

RM 1480 Per Pax (Normal Price)

GROUP REG: RM 1,110 PER PAX!!

(UPON MINIMUM 4 PAX's REGISTRATION— T&C APPLY)

Or Single Reg: RM 1,184 PER PAX

**For More PROMO PRICE?
Call Us NOW !**

DO YOU KNOW?!

1. You will get a **FREE SPECIAL COUPON** upon this registration!!
2. You will get a chance to **WIN a MYSTERY GIFT** during the program!!
3. You will get an **EXCLUSIVE** access to our **PRIVATE E-LEARNING** portal worth Rm300, life-long!!

ALL in this ONE registration! *T&C Apply*

PARTICIPANT'S NAME :

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)

Person In Charge:

Name: _____

Position: _____ Department : _____

DL: _____ Email : _____

Signature: _____ Date: _____

This booking is **invalid** without a signature & company stamp.

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



PUBLIC TRAINING CALENDAR JAN - DEC 2017

PROGRAM / COURSE	DURATION (DAY)	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Effective Budgeting & Cost Control Training	2		15 - 16					18 - 19					5 - 6.
Finance Management Course for Non-Finance Professionals	2		22 - 23						16 - 17				5 - 6.
Quality Performance Indicator For Accounting Personnel	2		22 - 23								10 - 11.		
Human Resource Management Training	2	11 - 12.								19 - 20			
Training Needs Analysis	2				18 - 19							1 - 2.	
5 Star Customer Services	2			29 - 30							24 - 25		
Managing Customer & Complaints	2		15 - 16							26 - 27			
Leaders of 21st Century	2	18 - 19										21 - 22	
Management, Leadership and People Skills for New Leader & Executive	2				18 - 19					12 - 13.			
Higher Productivity & Effective Supervisory Skills	2							11 - 12.					12 - 13.
Kepimpinan & Penyeliaan Yang Berkesan	2	25 - 26											
People Skill For Making Result	2	18 - 19										21 - 22	
Sefiasaha Cemerlang 2017	2				19 - 20				9 - 10.				
Positive Attitude At Work	2					18 - 19		25 - 26					6 - 7.
Bengkel Sikap Kerja Positif	2					18 - 19							
EQ & Stress Management	2				25 - 26								11 - 12.
Pengurusan Rekod Dan Fail Yang Efektif	2			22 - 23		16 - 17						13 - 14	
Pengurusan Stor Dan Inventori Berkesan	2			22 - 23		16 - 17						13 - 14	
Pengurusan Masa, Multitasking & Tekanan Secara Efektif	2								22 - 23		23 - 24		
Behavioral Interview Technique	2					22 - 23					10 - 11.		
Recruitment & Selection Training	2					22 - 23					10 - 11.		
Professional Sale Excellence	2	25 - 26											
Closing Sale With The Power of Profiling	2				18 - 19								13-14.
Jom Jadi Kreatif!	2			22 - 23						26 - 27			
Excellent Business Communication Skills (Using NLP)	2					23 - 24							
Kemahiran Interpersonal (NLP)	2												
Writing Good Business Documents & Reports	2	11 - 12.											
Professional Grooming	2		22 - 23										
Microsoft Excel Training (Intermediate)	2				11 - 12.								
Microsoft Excel Training (Advance)	2				11 - 12.								
Communicating In English - Speak Well, Present Yourself Well	2					3 - 4.							
Awareness On Rigging & Slinging Training	2			8 - 9.									
14 Quality Tools For Decision Making & Process Improvement	2			14 - 15									
Poka Yoke - Achieving Zero Defects in Production Operation	2										10 - 11.		
Expanding Future Success Through Lean Manufacturing Program	2					8 - 9.				26 - 27		1 - 2.	
										12 - 13.			

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