



#Public Training/Workshop#

TELEPHONE SKILL & EXCELLENT CUSTOMER SERVICES

"The Art Of Adventure For Lifelong Learning"

Introduction:

- ◆ Customer satisfaction can be the key factor to a company's success. Like it or not, today's consumer expect nothing less than the best in customer service. Your "customer-facing staff" will need to understand the various customer conditions and learn 'the key to have very satisfied customers'.
- ◆ This programmed takes on a *Developmental Approach* where your staff will be **train in workshops and scripts will Be given**. The development approach is an approach where your investment will materialize through the I Proved performance of your staff.
- ◆ This transformational programme aims to move people towards creativity and innovation in their organisation. *Participants will do role-plays, work in group and projects that will enhance their learning and understanding as front liners.*

Objectives of this program are:

- ◆ 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 apply a polished greeting that will make the caller feel welcomed and secured.
- ◆ To create a greater awareness, and enhance the Company's service image.
- ◆ How to handle the most challenging situations encountered during interactions with the customers.

Venue :

Medium :

English & Bahasa Melayu

Date :

Please refer to our WEBSITE

Duration :

2 Days (9am - 5pm)

Trainer :

Saiffuzin Salim

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

WHO SHOULD ATTEND? :

- ◆ Customer Service Manager
- ◆ Public Relation Manager
- ◆ Reception
- ◆ Sale / Marketing
- ◆ Telemarketer
- ◆ Call Centre Manager
- ◆ Corporate Communication
- ◆ Anyone that related to this program need to attend.



COURSE OUTLINE

Participant will learn ;

MODULE 1 :Driving Principles – Focus On the Caller

In this module, participants will be focused on the driving principle focusing on the caller. Participants will learn to create positive experience that consistently meets or exceeds the caller expectations. Participants will be taught on how to:-

- ◆ Treat every customer like a human being.
- ◆ Know who your caller and how your work add value to them.
- ◆ Use empathy to understand a situation from your caller perspective
- ◆ Present an attitude of interest, sincerity and openness with the caller

MODULE 2 :Winning Telephone Skills

When interacting with customers over the telephone, the words being said, and how it's said—the tone of voice used—leave a lasting impression. We'll help the participants develop excellent telephone skills that will send a positive, professional message to customers. They will be shown how to avoid the most common call handling mistakes.

The rules of good telephone etiquette – what to say and do and what not to. The greeting and the “ringing off”. Existing telephone etiquette – where it went wrong

A. Creating a Positive Telephone Image

- ◆ Understanding the power of the telephone
- ◆ Appropriate telephone etiquette.
- ◆ Letting your personality shine through

B. Using Professional Telephone Techniques

- ◆ Avoiding the most common telephone mistakes
- ◆ Fine-tuning your telephone skills
- ◆ Placing customers on hold—the right way
- ◆ Knowing when and how to transfer calls
- ◆ Methods of message taking.
- ◆ Effective listening techniques.
- ◆ Closing a call effectively.

MODULE 3 :Five Dimension of Customer Service on the Telephone

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 Participants will start to develop and practice the skills to communicate more effectively with the customer. The five dimensions are:

- ◆ Professionalism
- ◆ Speedy response
- ◆ Accurate Information
- ◆ Genuine Concern
- ◆ Reliable Follow-through

MODULE 4 :7 Steps for Resolving the Angry Customer's Problem

In this module, participants will learn what are fight starters 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.



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 Karangkrak 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, Air-port Limo (M) Sdn Bhd.

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Registration Form

TELEPHONE SKILL & EXCELLENT CUSTOMER SERVICES

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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 4-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,

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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.

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