



# Public Training/Workshop#

# 5 STAR CUSTOMER SERVICE

*"THE ART OF ADVENTURE FOR LIFELONG LEARNING"*

## INTRODUCTION

Organization that strives to increase customer satisfaction faces a big challenge. The absence of a "great service culture" limits, and even undermines success of customer satisfaction improvement initiatives.

This two-day interactive program is designed to help participants understand the importance of delivering consistently, high-quality, customer service and focusing on "keeping the customer happy" and the program will also deal with the importance of team work "keeping everyone happy at workplace"..

## PROGRAM OBJECTIVE

- Aspiration to attune to the hospitality industries standards as opposed to banking industry standards
- Develop a Hospitality Culture that provides a strong competitive advantage to establish and develop a competitive edge
- Provide a distinctively superior 'Customer Experience' by creating a positive experience to building customer loyalty
- Provide exemplary customer service that contribute to customers' retention and loyalty.
- Develop your corporate image and presence

## METHODOLOGY

- Course consists of:
- Interactive lectures
- Individual and group activities
- Role plays
- Mini-case studies relating to real life practical situations

## DATE

29 - 30 Mar 2017

## VENUE

Vistana Hotel, KL

## DURATION

2 days, 9am – 5pm

## TRAINER

Pn. Asma

## MEDIUM

English & Bahasa Malaysia

## WHO SHOULD ATTEND?

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

## 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

## DAY 1

### • DEFINING THE BASIC

- 1) Quality – What is Quality?
- 2) Guest – Who/What is the Guest?
- 3) Service: What is Service?
- 4) Delivering Quality Guest Service

### • THE FINANCIAL IMPACT OF SERVICE

- 1) Repeat Business
- 2) Profitability
- 3) Impact of profitability to individual and organization

### • GOOD CUSTOMER SERVICE IS NO LONGER ENOUGH

- 1) Focusing and Prioritizing the Top Expectations of Customers
- 2) Creating a Service Mission Statement to stay Focused
- 3) Are we losing our customers?
- 4) A Quality Service Model - GAP

### • ATTITUDE

- 1) The power of “Right Attitude”.....a Choice that is Controllable
- 2) People Power
- 3) Determining Guest Needs
- 4) Let's get our Formula right!

### • MOMENTS OF TRUTH

- 1) The Service Cycle and “Touch Points”
- 2) Looking at Service from the Customer's
- 3) Perspective
- 4) Creating “That Magic Moments”
- 5) 5 Secrets of Good Customer Service

### • TEAMWORK

- 1) Team Dynamics
- 2) Are you a team player?
- 3) Working with the team
- 4) Lesson....from the birds

## DAY 2

### • YOUR POISE...GROOMING & APPEARANCE

- 1) The Importance of Defining Your Image
- 2) What is YOUR “image”?
- 3) Creating your own “WOW” Effect
- 4) Dress Sense for your Workplace
- 5) Are you projecting the” right “Image?

### • CREATING LONG TERM SUCCESS

- 1) Are we listening to our customers?
- 2) Let's get the basic right- greeting, introduction & handshake
- 3) Non-verbal Cues – are getting the right signals

### • TOOLS OF THE TRADE - THE TELEPHONE

- 1) The Elements of Effective Telephonic Communications
- 2) Skills and Standard Procedures
- 3) Handling Feedbacks
- 4) Handling Irate Customers (face-to-face, via emails/letters, telephone calls)

### • HIGHLIGHTS AND ACTION PLANS

- 1) Suggestions for Continuous Improvement
- 2) Learning Highlights
- 3) Action Learning

**THANK YOU!**

 **ASL**  
Training & Consultancy  
Sdn Bhd

## TRAINER PROFILE

### ASMA LAILI

**Asma** holds a MBA from International Islamic University of Malaysia, with a major in General Management, whilst, her initial degree was in the area of Hotel & Restaurant Management from University of New Haven, Connecticut, United States Of America.

She has more than **20 years** of experience in the hospitality industry from her previous capacities as a Human Resource Manager, Assistant Training Manager, Training Officer, Operation and Catering Manager, Banquet Sales Executive / Banquet Executive and Assistant Manager (Front Office). Her programs are certainly exciting and interactive as she includes many hands-on activities to keep participants motivated throughout her sessions.

Asma is a PSMB certified trainer and over the years, she has formulated and conducted various training programs for public, corporate, government and semi-government agencies namely: GEMS, IFDR, PUSPEN/PERSADA, JPM, KPT, LHDN, AKPK, FAMA, FELDA, STAR Publications, Malakoff, KontenaNasional, GMI, IPPJ, TM, TNB, MMU, INSAN (KK), UUM, MSU, UTM, HOTEL PURI (MELAKA), BAYVIEW HOTEL (LANGKAWI), KOLEJ KEJURURAWATAN(KB), SUMIPUTEH, KKM, RISDA and KPM. Kementerian Belia Dan Sukan, UTHM, Universiti Malaysia Kelantan (UMK), Syarikat Air Kelantan (AKBS

She is presently the External Examiner for Executive Diploma Program (Hospitality), Diploma Program and Certificate Program under Olympia College and Raffles College.

## 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.

Want to know more or should you require any further assistant?

Call us **NOW** at

**+603-5542 0023 / [icare@asl-solutions.com](mailto:icare@asl-solutions.com)**

**Our program is claimable fully under HRDF/PSMB**

**[Click here](#) to check out our crazy PROMOTION**



## Registration Form

### 5 Star Customer Services

Date : 29 - 30 Mar 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 1,100 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 & Slings 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.			

F  
A  
S  
T  
I  
N  
G  
  
M  
O  
N  
T  
H

Please call us NOW for a special promotion +603-5542 0023  
or DROP us an email at [icare@asl-solutions.com](mailto:icare@asl-solutions.com)

REGISTERED :



PEMBANGUNAN SUMBER MANUSIA BERHAD

