

# Sharpening

Two-day Intensive Training Program

# Customer Service Skills



**100% HRDF Claimable Under SBL Scheme**



Improve Your Service Standard To Greater Heights

**Date : 16 – 17 JANUARY 2012**  
**Venue: ARMADA HOTEL,**  
**PETALING JAYA**

**Time : 9.00 am to 5.00 pm**

**Back by Popular Demand**

## About The Program

Every employees nowadays are coping with tremendous changes and pressures to perform in line with customers rising expectation. The ability to manage customers expectation using service differentiation strategy in a personalised manner poses a competitive edge over one firm to another.

This course is designed for working professionals with aim to improve service level , attempt to build stronger customer service foundation knowledge and provide higher customer satisfaction at all levels.

At the end of the course, participants would be able develop a stronger rapport with customers, be more customer centric, understand their customers needs & identify key challenges faced by customers, mastering the right mindset and attitude in customer service and apply effective customer service skills to get more business. Learn from us on how to deliver a better service to your customers and handle complaints and questions in a more proactive manner.



**Participants will learn how to...**

- ☺ **Increase Customer Satisfaction**
- ☺ **Deliver Better, Faster & A More Competitive Service**
- ☺ **Increase Your Credibility with Customers - and Your Value to Your Organization**
- ☺ **Better Manage Stressful Situations**
- ☺ **Gain Repeat Business**

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## The Fundamental Of Customer Service

- Understanding Customer Concept
- The ASK Model
- Output Of Customer Service

## Two-day Program Outline

### Understanding Customers From Their Perspectives

- Understanding Various Customers Personalities
- Be Sensitive To EQ Factor – Seeing Customer As Traffic Light
- Exercise - Am I Customer Focused ?



### Playing Proactive Role In Customer Service

- Benefits Of Delivering Quality Customer Service
- Myth About Customers - Eliminating The Excuses
- The Tool-Box Of A Professional Customer Service Staff

### Examining Customers Needs In Customer Service

- A Quick Review - Challenges Faced By Our Customers
- An Evolution Of Customers Need – Yesterday, Today & Tomorrow
- What Customers Expect Us To Deliver?



### Delivering Superior Performance In Customer Service

- Understanding Service Standards
- Measuring My Service Level To Customers
- My Service Benchmarking – Spotting Weak Areas Where I Need To Improve ?
- Types Of Customer Relationship
- Ladder Of Customer Intimacy

### Sharpening Communication In Customer Service

- Why Communication Is So Difficult ?
- Do We Really Understand What Customer Means?
- Issues Of Accuracy & Quality In Service Delivery



### Managing Customers Rising Expectation In Service

- 3 Effective Strategies To Create Customer Delight
- The Turning Point : Moments Of Misery, Moment Of Truth & Moments Of Magic
- Raise The Service Bar – Make It Difficult For Your Competitors To Penetrate

### Handling Complaints In Customer Service

- How To Handle Complaints
- Key Pointers In Dealing With Complaints
- Steps To Diffuse A Difficult Situation
- Issues Of Authority, Policy And Complexity
- Questions & Answers



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### About The Trainer

**C.S Yim** is the Director of Ideapro Logix – a company specialised in training and consultancy services.

The speaker holds a degree in Master of Business Administration from Paris Graduate School Of Management and had 17 years of working experience in the area of customer management, operations & sales support industry.

He is a certified performance coach and a professional trainer, specializing in designing training program that leaves lasting impressions. His workshop adopts various learning methodology and practical techniques that are easy to apply. His workshops are noted for being fun, interactive, energizing and hands-on.

### Target Audience

Those directly involved with customer interaction on daily basis. Suitable for operational staff as well as for executives working in the sales, engineers, technical, coordinators, front liners, telemarketers, customer support environment. Perfect for officers, executives level working in the service & manufacturing industry.

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### Course Fee

**RM 1390 / participant** *inclusive course materials, lunch, tea-breaks & certificate of attendance.*

**EARLY BIRD Discount RM 1290 / participant** for registration received 2 weeks before course date.

# Registration Form

Title : **Sharpening  
Customer Service Skills**

**Fax to 03 563 52 520**

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Job Title \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ Email \_\_\_\_\_

Name of Participants: (Write In block letter)

\_\_\_\_\_ Job Title \_\_\_\_\_

\_\_\_\_\_ Job Title \_\_\_\_\_

\_\_\_\_\_ Job Title \_\_\_\_\_

\_\_\_\_\_ Job Title \_\_\_\_\_

\_\_\_\_\_ Job Title \_\_\_\_\_

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