

Customer Service Excellence – Creating an Edge in Customer Service

Excellent Customer Service is viewed by some as Fine Arts. While getting Customers can be challenging, being able to retain commendable Customer Service level can be Tricky in itself and requires High Commitment on the part of the Organizations offering the Business.

The 2-Day Seminar is enlightening because it shares with the Audience how Customers actually ‘Think’. One needs to tackle both Internal and External Customers in order to be successful in Business. Organizations leveraging on Team Development and Team Work in Customer Service will have an Advantage to face the Demanding Customers.

Finally, to Exceed Customer Expectations during Moments of Truth, one needs to couple the effort with proven Retention Techniques so that we have Customers who like to have business with us.

At the end of the program, participants shall be able to:

1. To understand the ‘Thinking’ of the Customers and know how to Serve Internal and External Customers the best
2. To adopt the 5 Customer Service principles required every day
3. To know how to take Advantage of Teaming Up and Co-operations to Create an Edge in Customer Service
4. To Exceed Customer’s Expectations during Moments of Truth and Acquire Proven Retention Techniques
5. To Acquire the proper Communication Skill with Customers through the Telephone and Face-to-Face

Who Should Attend

This workshop is beneficial for Sales & Marketing People, Directors, Managers, Executives, Business People and anybody in the organizations who are being PAID by Customers!.

Workshop Methodology

Combination of Presentation, Self-Practice, Group Discussion, Team Participation and Case Studies.

What You Will Learn

- *Elements of Good Customer Service*
 - *What Business People have to remember about Customer Service*
 - *Why Customer Service is Important ?*
 - *The ‘Thinking’ of the Customers*

- *How do Customers Judge*
- *Who Are our Customers (Internal & External)*
- *Five Customer Service Principles to be Applied Every Day*
- ***Team Development and Working for Customer Service Excellence***
 - *New Organization Structure – the New Trend*
 - *The Art of Building Successful Teams*
 - *Shared Sense of Purpose*
 - *Team Goal vs Individual Goal*
 - *Treat People as Individual*
 - *Responsibility of Team Products*
 - *Share the Glory, Accept the Blame*
 - *Build Confidence at Every Opportunity*
 - *Be Involved, Stay Involved*
 - *Be a Mentor !*
- ***How to Exceed Customer Expectation during Moments of Truth***
 - *What is Moments of Truths ?*
 - *What does it Means to Exceed Customer Expectation ?*
 - *Retention Techniques that Works !*
 - *Create a Better Bundle*
 - *Use Incentives to Drive Sales*
 - *Tap into Communities of Interest*
 - *Stand Behind Your Work !*
 - *Give in Order to Receive*
 - *Reward Every Customer*
 - *Special Customer – Special Rewards*
 - *Make It Easy*
 - *Go to Your Customers*
 - *Give Customers what They Want*
 - *Become a Customer Service Champs*
- ***Role of Managers and Senior Managers to Foster Good Customer Service***
 - *Taking Care of Internal and External Customers*
 - *Management Style towards Excellent Customer Service*
 - *Motivated Employees*
 - *Enroll People to Instill Good Customer Service*
 - *Foster Togetherness & Team Work*
 - *Make Everyone Feels Important*
 - *Encourage vs Instruct / Dictate*
 - *Encourage Taking Risks*
 - *Belief in People's Abilities*
- ***How to Handle Difficult Customer and Turn Problem into Opportunities***
 - *When do We Categorise Customers as Difficult ?*

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- *Step-by-Step on Tackling Difficult Customers*
 - *Keep Cool*
 - *Listen for Facts*
 - *Do What you Can to Help*
 - *Bring Incident to a Polite Close*
 - *Don't Expect to Win Them All*

Duration: 2 days (9am – 5pm)

Register NOW & Pay Only RM780 (Limited to first 5 registrations only!)

Normal seminar fees: ~~RM1088~~ (MORE THAN RM 200 DISCOUNT)

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