

TOWARDS EFFECTIVE QUALITY CUSTOMER SERVICE

INTRODUCTION

In today's competitive business, there is always a need to be in the forefront of the competitors. Excellent customer service is viewed as a key of element to build and improve the corporate image and to ensure repeat business. Therefore it has become the more important for organizations to build and nurture a customer focused culture. Many organizations have realized this. They have taken positive steps to make their staff customer focused. In order to create customer satisfaction, an organization needs to go beyond good customer service and exceed the customer expectations with consistently exceptional service.

COURSE CONTENTS

- Customer Service Philosophy
- Customer Service as a Culture
- Elements of Quality Customer Service
- Managing Yourself and Shaping Your Attitude
- The Internal & External Customer
- Understanding Customer Needs & Expectations
- Assessing the customer's behaviour triggers
- Handling customers on the phone
- The Psychology of Complaints and Anger
- Handling of complaints
- Calming yourself and the customer
- Problem solving skills
- Self-Assessment on Customer Service

WHO SHOULD ATTEND

Customer Service Staff, Front liners, PR/Admin Staff, Executives/Officers

RESOURCE PERSON

Dason Mark's career spans more than 16 years in the Manufacturing, Human Resource, Training & Development fields covering production, operations, human resources, customer service, training and consulting roles. He has worked with Express Rail Link Sdn Bhd, a company which operates the sole high speed train service in Malaysia between KLIA and Kuala Lumpur city centre, as their Assistant Vice President for the Human Resource and Training Management Department. He has consulted and trained executives from various corporations that are committed to Customer Relationship Management (CRM). His training style adopts an interactive approach and utilizes accelerated learning techniques to help people learn and acquire new skills. He has also worked with world-renowned CRM Trainer & Speaker, Alan McGirvan of the McGirvan Media Australia, on several business seminars conducted here in Malaysia. Dason is a graduate in Human Resource Management from Glasgow Caledonian University, Scotland. He is currently pursuing his MBA in Management. He is also a certified trainer by the HRDF board. His great passion in training and motivating people drives him further to continue conducting programmes on a freelance basis for various corporations from time to time.

Duration
2 days

SSTC Member
RM 742.00

Non SSTC Member
RM 795.00

SME
Training Grant
RM 238.50

*all rates are inclusive
of 6% GST

For more information or registration, contact:

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