



## FRONTLINE—AT YOUR SERVICE

SABAH SKILLS & TECHNOLOGY CENTRE

**Duration**  
2 Days

**SSTC Member**  
RM 795.00

**Non SSTC Member**  
RM 848.00

**FSI's Member**  
RM 821.50

Fee is inclusive of  
refreshment, lunch,  
course materials and  
certificate of attendance

\*Rates inclusive of 6% GST

### OBJECTIVES

This course presents a framework for continuous improvement of service where it really counts – at the point contact with the customers. The introduction of the Kaizen concept in this course would enlighten the participants of the effectiveness of applying Kaizen for continuous improvement in their day-to-day work. In addition to this, this course equips participants with strategies and skills that will help them make the most of their day-to-day interactions with people who receive their services, both inside and outside their organisations. Thus, this is considered as an “all-in-one” course for front liners catering for busy service industries. Participants will learn to:

- Acquire core skills at the root of good service.
- Learn to respond to customer needs in ways that both please the customer and build the organisation.

### COURSE CONTENTS

#### Module 1: Your Responsibility In Frontline Service

- Analysing your job and managing your time for each task.
- The negative and positive effect of front liner's attitude to their customers and business.
- Keeping a service oriented attitude.

#### Module 2: Customer Relations

- Understanding various personalities of customers.
- Methods of handling each type of customers.
- Using your emotional intelligence
- Meeting and exceeding customer needs.

#### Module 3: Communicating Effectively

- Understanding body language, gestures and facial expression.
- Selling and marketing your service.
- Telephone handling skills.

#### Module 4: Problem Solving

- Analysing complaints.
- Handling customer complaints – the emotion and the problem.
- Reducing complaints by continuous improvement (Kaizen).

### WHO SHOULD ATTEND

Front-line staff e.g. Front Desk Assistants, Customers Relations Officers and those who come in constant contact with the customers.

#### Sabah Skills & Technology Centre

No. 8, Jalan 1C, KKIP Selatan, Industrial Zone 1 (IZ1), KKIP, 88460, Kota Kinabalu, Sabah

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### RESOURCE PERSON

**Dominic Jay anak Donny Ruing** holds an Executive Diploma in Strategic Marketing Management from West College Scotland, Paisley, Scotland. He is a HRDF Certified Trainer and one of the approved trainer to conduct HRDF Train-The-Trainer program. Prior to joining the training industry, he was in the banking line for over 18 years, attached to various departments. His last position as an Assistant Service & Operations Manager has him in-charge and overseeing the area of customer service, bank service counters/tellers and self-service terminals.

Nearly 7 years in the industry, Dominic has trained numerous hospitality and service industries such as hotels, restaurants, departmental stores & supermarkets, universities & colleges, shipping & transportation companies to improve their customer service delivery.

He also one of the appointed trainers to The Leadership Institute for Sarawak Civil Service (LISCS) to conduct programs and train the Sarawak State's Civil Servants in programs such as Train-The-Trainer, Customer Service, Time Management, Problem Solving & Decision Making and many more.

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