



CUSTOMER SERVICE

HRDCorp Claimable Courses

Duration

2 days

Time

9.00am to 5.00pm

Venue

Kuala Lumpur Golf & Country Club, Bukit Kiara Kuala Lumpur

(Increase quality customer service & focuses on building life-long customer relationships strategies.)

INTRODUCTION:

“It takes months to find a customer, but a second to lose one!”

– Vince Lombardi –

Introduction to Customer service is a mindset in which delegate and workers will be able to find a way to make sure every customer is satisfied and continues to do business. To meet the requirements of your clients, you must know what the consumers want and suppose. You must be able to provide excellence service on a reliable foundation. Many companies formalize customer service plans without ever consulting their clients. It is not an active exercise. You must talk to your customers to determine their perception of the service you provide.

In reality, the customer is the ultimate critic. Your customer service strategy must include a method for calculating and following customer satisfaction and faithfulness, as well as a package to ensure its continual growth to higher levels. Depending on the level of your company, you will need either a casual (for small enterprises) or an official plan (for larger companies) that includes not only customer service rules and trials but also exact clarifications on how you would like to treat clients in a variety of conditions.

Excellent customer service is not about sustaining the client; it is about wowing the customer. Customer service is a vital slogan in the business world nowadays. Just about every company seems to realize just how important customer service is and have started to find means to develop and measure customer service.

In this course, we are going to look at what customer service is and classify how you can understand and provide excellent customer service. Many businesses want to achieve outstanding customer service. Right now, that's the nerve ring of corporate training, and vision-casting and many companies are analysing their present assignment and readjusting it to be progressively customer-oriented.

Do you give return business to an enterprise that offers poor customer service provision? Perhaps not! You and everybody else want healthier customer service, and it's one of the driving services of why customers shop at one place and not another.

Customer Service Training: Full suite focuses on the following areas:

- ✓ *Mindset*
- ✓ *Problem solving skills*
- ✓ *Communication*
- ✓ *Non-verbal Skills*
- ✓ *Listening & Questioning*
- ✓ *Motivation*

HOW WILL YOU BENEFIT:

Upon completion of this programme, the participants will be able to:

- Provide exceptional customer service that achieves results and gets noticed
- Adopt the skills and techniques that routinely deliver positive customer experiences
- Maximize the value of your customer interactions
- Deal effectively with difficult customers and turn complaints into opportunities
- Contribute to a customer-centric culture and achieve greater personal growth and customer satisfaction
- Demonstrate a positive, confident and professional approach with internal and external customers

PROGRAM OUTLINE

DAY 1(ONE)

9.00AM TO 10.30AM

Module 1 – Overview

- ✚ What Is Customer Service?
- ✚ Importance of Customer Service in Company's Success & Reputation
- ✚ Significant Role of Customer Service in Building Customer Loyalty & Trust

Module 2 – Customer Expectations

- ✚ Common Customer Expectations
- ✚ Gap within Customer Expectation VS Company Service
- ✚ Importance of Meeting & Exceeding Expectations to Create Positive Customer Experiences

BREAK: 10.30 AM TO 10.45AM

10.45AM TO 1.00PM

Module 3 – Effective Communication Skills

- ✚ The Psychology of Communication
- ✚ Listening Skills
- ✚ How to Listen & Ask Thoughtful Questions
- ✚ Why Feedback is Important
- ✚ Maintaining a Friendly & Professional Tone

LUNCH BREAK: 1.00PM TO 2.00PM

2.00PM TO 3.30PM

Module 4 – Calming Upset Customers

- ✚ Reason Make Customer Upset
- ✚ Steps to Calming Upset Customers
- ✚ Action to do When You are Upset

BREAK: 3.30PM TO 3.45PM

3.45PM TO 5.00PM

Module 5 – Handling Online Inquiries

- ✚ Strategies for Efficiently Managing & Prioritizing Customer Inquiries Received Online
- ✚ Importance of Timely Responses
- ✚ Setting Realistic Expectations for Resolution Timeframes

END OF DAY 1(ONE)

DAY 2(TWO)

9.00AM TO 10.30AM

Module 6 – Tailoring Responses to Customer Needs

- ✚ Personalized Responses Based on Customer's Specific Inquiry & Situation
- ✚ Identifying & Addressing Customer Pain Points
- ✚ Scripted Responses

BREAK: 10.30 AM TO 10.45AM

10.45AM TO 1.00PM

Module 7 – Handling Difficult Customer Inquiries

- ✚ Comprehensive Understanding of Products & Services
- ✚ Techniques to Manage Challenging Customer Inquiries with Empathy & Professionalism
- ✚ Addressing Customer Complaints & Turning Negative Experiences into Positive

LUNCH BREAK: 1.00PM TO 2.00PM

2.00PM TO 3.30PM

Module 8 – Upselling & Cross-Selling Opportunities

- ✚ Opportunities to Upsell/Cross-Sell Relevant Products/Services when Responding to Inquiries
- ✚ Promoting Additional Offerings without being Pushy or Aggressive

Module 9 – Utilizing Online Customer Service Tools

- ✚ Using CRM System
- ✚ Chatbot System for Auto-reply
- ✚ AI Tools Help in Script Writing

BREAK: 3.30PM TO 3.45PM

3.45PM TO 5.00PM

Module 10 – Stress Management Strategies

- ✚ What is Stress?
- ✚ Stress Symptoms
- ✚ Way to Manage or Even Eliminate Stress
- ✚ Clarify MistakE

END OF DAY 2(TWO)

WHO SHOULD ATTEND?

Front desk personnel, customer service support, anybody looking for training in customer service and customer care. Heads of Department, Executives, Managers who need to understand and appreciate the importance of teamwork, trust and communication in their daily working life and towards the organisation.

METHODOLOGY:

This programme has designed deliberately structured to test and bring out the best in the teams. It is to combine the best features of “Experiential Learning” with elements of intensive debriefings and reflections. There will be stimulating classroom discussions along with highly intriguing exercises.

Our programs are initiatives which able to encourage people to think to become more innovative. It is not only a knowledge to share, it is also able to a practical experience in actual life. We believe individual behaviour and attitude are the major basic to affect their way in doing work and leading a team. Thus, we design this beneficiary program which involve extensive use of case studies, debriefing, role play, feedback, games and activities, group discussion, lectures, story-telling, brainstorming, structure instruments and etc.

TRAINER PROFILE

Kalvin Goh, widely recognized as a proficient team-building coach and seasoned soft skills trainer, employs engaging games and activities as effective educational tools for fostering learning through enjoyable experiences. With a specialized focus on Leadership, Management Training, Conflict Resolution, Customer Service, ESG Awareness, Time Management, Coaching, Mentoring, Presentation, Communication, Service Industry Management, and HR-related practices, Calvin brings a wealth of expertise to his training programs.

Kalvin Goh commenced his career journey as an account assistant in 2006, honing his expertise in accounting, audit, and taxation. His career path diversified as he ventured into the direct sales industry, affiliating with esteemed companies such as Herbalife, Amway, and others, gaining invaluable experience. In 2013, Calvin transitioned into sales roles encompassing dental supplies, property, and insurance consultancy, further refining his sales acumen and techniques. He also assumed roles as a life coach at Persatuan Yuan Man and an event manager at the International Business Alliance, broadening his skill set across multiple domains.

Kalvin is renowned for his fervor in enhancing leadership and communication skills. With a proven track record, his training sessions have helped over 350 participants overcome communication barriers and bolster self-confidence within a mere two-day span. His clients have lauded his strategic guidance in formulating market plans, resulting in increased sales and the emergence of top sellers in the Southern Region. Calvin emphasizes the significance of self-communication in boosting personal and collective confidence, advocating a core belief that nothing is impossible with the desire to transform possibilities into realities.

Participation Registration & Fee

Participation Fee: **RM 1,795.00** per person (2days)
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(Fees inclusive of certificate of attendance, welcome morning coffee, 2-tea break and 1-luncheon.)

*In-House Training can be organised upon request.

We have limited seats! Register Now!

To register, email to marketing department at mytrain2@mytrainingmalaysia.com
Registration via online can be done thru our website at www.eliteedge.com.my

ORGANISED BY

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