



Customer Service Excellence

service orientation and customer satisfaction

HRDF

www.zohlgroup.com

COURSE CODE: H-CS-01 **LEVEL:** Basic

LANGUAGE: Bahasa & English

OVERVIEW

The invisible factor which differentiates the regular from the extraordinary is the provision of service; it's the smile, it's the knowledge in putting the customer at ease, it's the understanding of whether he is ready to buy our products or not, he is still the customer, it's merely being able to provide that extra something which ensures that the same person will want to return to us for future service and it's everyone's responsibility in the organization whether they are in the frontline or not. This refers to internal and external customers. Today, the provision of excellent customer service by any organization is not a social need as defined by Maslow in the 1930s anymore; it is a basic need which must be provided by all and sundry in order to remain competitive. For any organization to go forth, this edge of excellent customer service must be provided to customers, particularly in this day and age. Customers make choices; their choices are based on how they are "handled". They are also walking advertisements. A negative customer interaction will go a long way, infinitely, with the advent of the social media and not 20 times as in days gone-by. It is good to recall that "The customer is King" as without whom the organization may come to naught.

OBJECTIVE

Upon completion of this program, participants will be able to:

- To care for the individual who visits; a guest or a visitor
- To provide diligent responses to inquiries.
- To deal with difficult situations
- To skillfully attend the counter
- To interact with individuals responsively and responsibly.

COURSE DURATION

2 days (9am—5pm)

Tea Breaks: 10:30am & 3:30pm | Lunch: 1:00pm-2:00pm

Note: Please contact our office for Training Date or visit our website for details (www.zohlgroup.com)

METHODOLOGY

Principles of **Adult and Experiential Learning** will be extensively used during the program in the following modes:

- Individual
- Pair work
- Group work

And in the following activities:

- Discussions | Role-plays

TARGET AUDIENCE

This program is suitable for front-liners, customer service personnel, CRM Staff, receptionists, marketing, finance and customer support professionals who are constantly interacting with internal and external customers/clients.

LOCATION

Mindset Discovery Center™@ZOHL, M2-6-08, Level 6, 8trium Tower 2, Bandar Sri Damansara, Kuala Lumpur (other Regions please contact our office)

COURSE FEE

RM1,272 per person incl. 6% SST

(Fee inclusive of Course Material, Attendance Certificate, and Meals)

CERTIFICATE

Participants will be issued a Certificate of Attendance/ Accomplishment upon successful completion of this training program. Full attendance is a pre-requisite.

COURSE CONTENT

Module 1 - Customer Service Formula

This provides the basis on how to interact diligently with the customer and to realise the concept that any visitor to our organisation is a potential customer.

This formula will be able to remind the CS personnel the importance of certain elements when dealing with customers.

Module 2 - Communication

This is an element for a successful interaction plan of the service formula. And it is a fundamental skill for CS personnel.

Module 3 - Understanding the People around us

When we have some clues as to why people behave the way they do, we will be able to anticipate their actions and reactions. Therefore, we will be able to manage the way we interact with them.

Module 4 - Skills of a CS Personnel

The CS Personnel need to have some basic skills of service, some of which are positivity, empathy, patience, attentiveness. If CS personnel do not have or unaware of these critical skills, they need to nurture them so that they become second nature.

Module 5 - Attending difficult customers

Although this is a subset of providing service to the customer but it is the most important skill a customer service individual must be able to do in order to be excellent.

There is a definitive process in dealing with difficult customers which every CS personnel; frontline or backroom, must know in order to overcome trying situations.

Module 6 - Recovery from difficult interactions

These simple procedures will give instant renewal to the mind of the afflicted staff.

The introduction of mini stress relievers and coupling them with the concept of compartmentalization will give much needed relief.

Module 7 - Use of Efficiency Tool

We use the 4SPFC to assist in the delivery of efficient service.

The 4SPFC is an efficiency tool and a problem solving tool.

Module 8 - Useful terms and Phrases

What we say and how we say are two significant skills in our communication.

There are terms and phrases in what we say which may be toxic and we need to flag those out while there are significant terms and phrases which we need to always use.

This contributes to a substantial content to the services that we offer.

Note: Course Content subject to further review

Customized In-House Training Program is available in the following areas:

Administrative Skills | Career Development | Human Resources | Personal Development | Sales & Marketing | Leadership & Management | Workplace Essentials | Customer Service | Entrepreneurship | Soft Skills | SCM | HSE | Engineering | Telecoms | IT

CALL US FOR DETAILS or VISIT OUR WEBSITE AT WWW.ZOHLGROUP.COM



Sebarang pertanyaan sila hubungi Cik Niesa

ZOHL Consultancy Sdn Bhd (332967-D)(SST ID:W10-1810-32000429)

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Bandar Sri Damansara, 52200 Kuala Lumpur

T: 03.6279.9276 F: 03.6279.0663 HP: 013.398.1038 E: training@zohlgroup.com



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KEY TAKEAWAYS

- ⇒ Achieve Service Excellence and Service Leadership
- ⇒ Develop Customer Service Knowledge and Skills
- ⇒ Provide Customer Service Support with Relevant and Necessary Customer Information
- ⇒ Build Excellent Customer Rapport and Relationship
- ⇒ Project Professional Customer Service Image and Impression
- ⇒ Handle Difficult and Demanding Customer
- ⇒ Be a Telephone Professional – Preparation, Presentation and Termination of Calls
- ⇒ Develop a Positive and Unique Customer Service Culture
- ⇒ The Total Business Process – professional Sales and Service
- ⇒ Charm the Callers and Make a DIFFERENCE!

CIDB CCD Points

20 (for CIDB-Registered Companies) & upon approval from CIDB

HRDF SBL KHAS

Claimable under HRDF SBL KHAS Scheme (for Companies contributing to HRDF)

REGISTRATION METHOD

1. **Online:** http://zohlgroup.com/hrdf_registration/ **OR**
2. Download this brochure at: <http://zohlgroup.com/all-brochures/> and fill up the required information. Then please fax to: 03.6279.0663
3. Or contact our office at: 03.6279 9276 / 013.398.1038

FACILITATOR

Kit Kasa is a speaker for the local and international audiences. She has served organisations varying from the SMEs to the multinationals with clients from the tea lady right up to the CEO. Her background ranges from corporate, industrial, academic to research. She has done a stint as the Administrator of United Nations Global Compact Local Network, Malaysia.* In January 2019, Kit was appointed as a member on the Industrial Advisory Panel of KDU University College for 2019 and 2020. Her passion is English and has for many years trained adults in the various forms of English; from spoken to written – in specialist areas of nursing, customer service, in more general areas of Proficiency in English and Business Writing, Report Writing and Technical Report Writing and programs which require specific input and results. She has trained English for SLIM trainees since the national inception. As she is also trained as a TQM facilitator and in Meta-NLP, she applies these in all her interactions; in training and/or consultations.



Application of Advanced Methods of Thinking Skills

Her success in carrying out training stems from her ability to connect with the participants. She subscribes to understanding and applying Herrmann Brain Dominance Index, synchronising channels of communication at all times, during the course of training.

Kit had successfully completed and is now a Neuro-Semantics Meta NLP Practitioner, holds a Certificate in Accessing Personal Genius and has obtained her Certifications for Coaching Essentials by the International Society of Neuro-Semantics, USA. She is a **PSMB certified trainer TTI/0822**, by the Human Resource Development Foundation, Malaysia. In her pursuit that individuals should have a holistic professional approach in their careers, occasionally, Kit provides training on dining etiquette and grooming for professionals. This refers to European fine dining etiquette applicable at a full service restaurant.

*Note: Trainer availability is subject to change

REGISTRATION FORM

Participant#1: _____

Position: _____

IC No: _____

Participant#2: _____

Position: _____

IC No: _____

Training Date: _____

Training Venue: _____

Organization: _____

Address: _____

Contact Person: _____

Position: _____

Tel: _____

Fax: _____

Email: _____

Company Website: _____

PAYMENT

CASH: RM _____ **OR**

CHEQUE No: _____

Please fax your bank-in slip to 03.6279.0663 or scan your bank-in slip and email to training@zohlgroup.com

*Please make your cheque payable to:

ZOHL Consultancy Sdn Bhd



Account No:
514392303373

Signature & Company Stamp

Note:

- Date & venue of seminar subject to changes
- Payment must be made 7 days before the training date
- Registration cancelled 7 days prior to the event is subject to RM100 service charge per participant
- No refunds for notice received less than 7 days prior to the event. A substitution may be made at any time at no extra charge.
- Program content may change subject to revision by our consultants from time to time.
- Full fee is required with your registration. 5% Group discount is available - min 3 pax.

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