



Effective Customer Service & Complaint Management

14 - 15 September 2022 | Venue: Remote Online Training
RM 1,007.00(Member)/RM 1,113.00(Non-member)
❖ SBL-Khas Scheme

Online Training

CONTENTS

1. Preparing The Organization

- Importance of customer satisfaction
- Customer service vs. customer satisfaction
 - Go beyond service
 - Customer satisfaction is customer-defined

2. Developing Customer Focus

- The customer
 - Every person is a customer
- "Internal" and "External" customers
- 6 steps to creating a customer focused culture
- Your customer service vision

3. Creating A Strategy For Excellent Service

- Effectiveness of service
- Your people skills
- The 4 P's

4. Designing A System To Consistently Deliver

- Efficiency of service
- Managing resources
- Humanizing efficiency

5. Training And Supporting Our Front-Liners

- The barriers
 - Frustrations of the job: people
 - The symptom
- 8 main excuses at work
- The 3 R's
- Complaint Management

6. Measuring And Implementing An Excellent Customer Service Program

- 3 aspects of customer service measurement
- 6 Key Steps in implementing a customer service/focus program

7. Success Formula

- Success Agreement System (SAS) with self and others
- Turn fears and failure into courage and success
 - * Self-Motivation
 - "I" philosophy
 - * Workshop: SAS

- Upon completion of this programme, you will be able to:
- Take responsibility for initiating and implementing a customer service program for your organization
 - Improve the level of customer focus and awareness for every level of your staff
 - Create a service strategy in terms of the effectiveness of service
 - Work and design on a customer friendly system
 - Train and motivate your staff to be more customer focus
 - Measure the level of customer service standards
 - Commit to a follow-up plan at the workplace

TARGET GROUP

Executives, Supervisors, Managers in charge of front liners

PRESENTER

Irene Choong is a holder of Bachelor of Arts (Hons.) degree from the University Malaya and accumulated wide experience in management, education, corporate communications, sales and marketing. Irene was a Manager with an Education Consultancy firm responsible for developing marketing and advertising programme of America, Australia the United Kingdom and Switzerland. Enthusiastic and lively, Irene believes that every human being possesses his/her own unique abilities and has the potential to succeed. Irene has facilitated workshops for 16 years for corporate organizations that include leadership, coaching, customer service, assertive communication, teambuilding, personnel discovery & empowerment, confidence and public speaking skills. She also facilitates workshops & talks for Toastmasters, MIM, Corporate Managers Conferences Secretaries.

ADMINISTRATIVE DETAILS

Date : 14 – 15 September 2022 (Wednesday-Thursday)
Time : 9:00am - 5:00pm
Venue : Remote Online Training (ZOOM)
Fees : RM 1,007.00 (FMM Member)
 RM 1,113.00 (Others)
The fee inclusive Service Tax at 6% (SST Number : W10-1901-32000105)
(Fees include course material, lunch, refreshments & Certificate of Attendance)
Closing Date : 30 August 2022
Training Provider : FMM Institute Johor, MYCOID:475427W_JOHOR
SBL-Khas No : 1000183018
For further enquiries, please contact;
FMM Institute
Ms. Sabrina / Pn Astri / En Omar / Ms Jessica
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REGISTRATION FORM

Dear Sir,
Please register the following participant(s) for the above programme

1 Name : _____
 Designation : _____
 I/C No. : _____
 H/P No. : _____

2 Name : _____
 Designation : _____
 I/C No. : _____

Submitted by:
 Name : _____
 Designation : _____
 Company : _____
 Address : _____

 Tel & Fax No. : (T) _____ (F) _____
 Email : _____

Please tick (/) accordingly:
 PSMB Scheme : SBL-Khas Non SBL-Khas

Enclosed cheque No. _____ for RM _____ being payment for _____ participant(s) made in favour of the "FMM Institute" should be forwarded to the Secretariat **before 14 September 2022.**

- * There will be no refund for cancellation within 3 days prior to the programme; 50% refund for cancellation between 3-6 days;
- * Full refund for cancellation 7 days prior to the programme; Cancellation must be in writing. Replacement can be accepted at no additional cost.
- * The FMM reserves the right to change the facilitator, date or reschedule the above programme and all efforts will be taken to inform participants of the changes.
- * Upon sending the registration form, you are deemed to have read and accepted the terms and conditions.

