Customer Relationship Management: Customer Retention
November 11 - 12, 2020 | 9.00am - 5.00pm | FMM Selangor & Kuala Lumpur Branch

OBJECTIVES
- Learn new ways to satisfy customers’ needs and demands
- Develop a sense of strong confidence in the way of handling irate customers
- Appreciate the meaning of “quality service”
- Walking the extra mile for the customer

WHO SHOULD ATTEND
Sales Directors, Directors of Marketing, General Managers, Sales Managers and Marketing Managers

CONTENTS
- Module 1: The Good Team Player
- Module 2: The Service Edge
- Module 3: Developing a Relationship Building Plan
- Module 4: Offering Value-Added Service
- Module 5: Managing Service Breakdown
- Module 6: Customer Care and Email
- Module 7: Handling Complaints via Letters
- Module 8: Handling Tough Customer
- Module 9: Customer Feedback

FACILITATOR
Mr Billy Ong brings into the consultancy field his immense depth of experience in marketing and sales that spans three decades in diverse industries. A Chartered Marketer (CIM, UK) by profession, he now imparts his wealth of experience and knowledge to the next generation of marketing professionals as a practitioner not only in the field of strategic marketing but export marketing as well. Prior to embarking into his present venture, Billy spent seven years in the banking sector, the last attachment being BSN Commercial Bank as Manager of Consumer Banking before heading the bank’s marketing team in product development. His most notable achievements were when he managed to turn the RM52 million Kelab Darul Ehsan from a losing concern to a profitable venture within six months; and charting the deposit growth for Perwira Affin Bank; both achieved in the 80’s recession. Other recognition includes the CEO Book Award at BSN Commercial Bank for his outstanding contributions in strategic planning for the bank. Besides being a graduate from the Chartered Institute of Marketing (UK), Billy is also a certified sales consultant from Butler Associates Inc (Ohio, USA) and a certified customer service trainer with BSN Commercial Bank. He was one of the pioneer Council Members of the Malaysian Association of the Chartered Institute of Marketing.

FOR LIST OF TRAININGS BY FMM INSTITUTE

IN-HOUSE TRAINING AVAILABLE

Registration is on a first-come first-served basis. Cheques made in favour of the “FMM Institute” should be forwarded one week before the commencement of the programme. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

All cancellations must be made in writing. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

The FMM Institute reserves the right to change the facilitator, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes. Should the programme be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.
The Manager  
FMM Institute Selangor & Kuala Lumpur Branch  
Tel: 03-55692950/4471/4171  
Fax: 03-55694346  
SST No: W10-1901-32000105

Please tick (✓) accordingly:  
PSMB Scheme: ☐ SBL ☐ Non Contributor  
Require vegetarian meal: ☐ Yes ☐ No

Please register the following participant(s) for the above programme:  
(To be completed in BLOCK LETTERS)

1. Name  
Designation  
E-mail  
Nationality  
IC / Passport No.

2. Name  
Designation  
E-mail  
Nationality  
IC / Passport No.

3. Name  
Designation  
E-mail  
Nationality  
IC / Passport No.

(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. __________________ for RM __________________

being payment for ________________ participant(s) made in favour of the “FMM Institute”.

Submitted by:  
Name: ____________________________________________  
Designation: ______________________________________  
E-mail: __________________________________________ 
Company: _________________________________________  
FMM Membership No.: _____________________________ 
Address: __________________________________________  
________________________________________________________________________  
Tel No.: __________________________________________  
Fax No.: _________________________________________  
Date: ___________________________________________ 
My Corporate Identity No.: __________________________