

ACHIEVING SERVICE EXCELLENCE

Trainer

Mr. M. Vicknesh holds a Bachelor Degree in Business majoring in Human Resource Management from University of Tasmania, Australia. He has over 15 years' experience in human resources specializing in the areas of Training and Development, Management and consulting. He had previously worked as a Training Manager, Human Resource Manager, Corporate Director of Training & Director of Human Resources. Vick specializes in customer service related programs; train the trainer, communication, presentation skills, management soft skills programs and team building programs. He has conducted numerous in-house training programs in the areas of Human Resource Management, Teambuilding, Strategic Planning, Customer Service and Sales Management for a variety of clients from various industries. A Certified Competency Based Training & Education Specialist, he emphasizes on the strategic development of Human Resources with the consolidation of exceptional customers service efforts and specializes in reinforcing the corporate culture and values. With a creative mind to constantly inspire others to excel and improve quality of service, Vick firmly believes in making training FUN and incorporates an element of FUN in all the human resource development initiatives and programs.

Organised by:



FMM Institute

Sabah Representative Office

Lot 143, 1st Floor, Block Q

Alamesra Plaza Permai

Sulaman Coastal Highway

88400 Kota Kinabalu.

**IN-HOUSE TRAINING
AVAILABLE**

This program aims to provide your staff members with the necessary competencies to develop effective business relationships via enhanced Customer Service.

Contents

- **The Performance Challenge**
 - Define Service
 - Why is it so important
 - Determining the value potential of the customer
 - Understanding what customers really want in relations to Maslow's theory
- **The 'Hati' Challenge**
 - Showing Empathy, Sensitivity and Responsiveness
 - Listening and Questioning
 - Being Supportive and Attentive
- **The 'Thinking' Challenge**
 - Measuring and Setting Standards of Performances
 - The 4 step approach
 - Monitoring and Checking
 - Ensuring that the customer return and leave happy
- **The Service Pattern**
 - Understanding the Service Chart
 - Too Much, Too Little ... The 4 F's of Service
 - What are the dimensions of service consistency
 - What is the cost of indifferent service & the cost of attracting new customers
- **The Balance of Service**
 - Looking at the Situation
 - The skills required to access the situation
 - The Act of juggling the needs of the customer
 - Listening with your Eyes, Ears & Heart
- **The Service Opportunities**
 - Clarify Confusion and Doubts
 - Understanding - Words, Expression, Tone
 - The Shift that can be made to our customers
 - Handling difficult situations
 - Action Plan to have a standardized approach when dealing with irate customers
- **The Human Relations Challenge**
 - Building Long Term Relationship - the final frontier.
 - Finding ways to jointly market our Image
 - Partnership for Improvements
 - Building Trust
 - Documentation & Record keeping - Customer Profiles

Objectives

- ☑ *Be able to take the initiative to meet and exceed customer's needs*
- ☑ *Be able to develop a common approach to serving and treating potential customers.*
- ☑ *Be able to enhance teamwork by means of developing a singular service language*
- ☑ *Be able to actively promote and market the services and products of the organization Be able to build external "partnership" and long term bonds*
- ☑ *Be able to be different by providing "Value Added Services".*

Who Should Attend

This course is specially designed for those who are at the executive, supervisory and managerial levels and who are in charge of front-line and support staff in the customer service

**IN-HOUSE TRAINING
AVAILABLE**

Administrative Details

Registration :

- Completed registration form received by fax or mail to FMM Institute would be deemed as confirmed.

Payment:

- Cheques made in favour of **FMM Institute** should be forwarded to the FMM Sabah Representative Office.

Closing Date : April 8, 2013

Cancellation and Refunds:

- Must be in writing with reasons
- 7 days before the course -100% refund
- 3-6 days before the course - 50% refund
- < 3 days before the course - No refund
- Replacement can be accepted at no additional cost.

Those who register but fail to turn up for the programme will be billed accordingly. FMM Institute reserves the right to change the facilitator, cancel or reschedule the above course and all efforts will be taken to inform participants of the changes.

Date : April 24-25, 2013 (Wed & Thu)

Time : 8.30am – 4.30pm

Venue : FMM Institute

Lot 143, 1st Floor, Block Q
Alamesra Plaza Permai 1
Sulaman Coastal highway
88400 Kota Kinabalu, Sabah

Course Fees:

Members: RM650.00 per pax

Others: RM850.00 per pax

(Fees include course materials, meals and certificate of attendance)

For further enquiries, please contact: **Florisa/Nelly**

Tel : 088-447 580 Fax : 088-447 570

E-mail : fmmSabah@fmm.org.my /

florisa@fmm.org.my / nelly@fmm.org.my

Achieving Service Excellence April 24-25, 2013

- Registration Form -

Dear Sir,

Please register the following participant(s) for the above programme

1 Name : _____
Designation : _____
Nationality : _____
I/C No : _____

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

Submitted by:

Name : _____
Designation : _____
Company : _____
Address : _____
Tel no : _____
Fax no : _____

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