



DELIVERING A FIVE-STAR CUSTOMER SERVICE EXPERIENCE

📅 **September 7 & 8, 2022 (Wednesday & Thursday)**

🕒 **8.45 am – 5.00 pm**

🖥️ **Remote Online Learning via Zoom**

A Customer Service Representative (CSR) is exactly what the name suggests; a CSR is representative of the organisation the customer is dealing with. Hence, any impression the customer gets from the CSR is applied to the whole company. The CSR is seen as the face of the company and if the customer has any issues, it is this front line that he or she needs to interact with.

As a result, customer services are of paramount interest to organisations and even individuals and it is a skill that everyone in this business must master. Knowing how to deal with customers in difficult situations, how to respond to their requests or concerns or simply providing a positive and memorable experience for your clients helps you and your company to rise above the competition. Customer service is a skill which can be learned and mastered through practice and persistence.

During this workshop we introduce delegates to the core principles of customer services. By employing these values and adopting the correct attitude, delegates will be able to handle the vast majority of customer interactions with ease no matter how unusual or complicated they are.

.... OBJECTIVES....

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

- Apply the essential principles of customer services to anyone who wants your 'output'
- Ask effective questions from customers to get results
- Use empathy to maintain rapport with customers
- Professionally respond to a customer's demands & requests while maintaining rapport
- Sequence your sentences effectively to get maximum results
- Handle phone conversations professionally
- Read and interpret body language signals and use them to enhance your communication skills
- Defuse uncomfortable interactions with customers and professionally respond to any problems as they arise

.... TRAINING METHODOLOGY....

Lecture, Individual & Group Activity, Feedback Sessions, Discussions, Demonstration, Business Games, Role Plays.

.... WHO SHOULD ATTEND....

- Customer Service Representatives
- Sales Representatives
- Front Office Staff
- Technical and Support Personnel
- Field Service Representatives
- Account Managers
- Credit and Billing Specialists
- Small Business Owners
- Managers who want Customer Service Training

Enquiries – please contact **Ms Nicole / Ms Divya / Pn Eda / Ms Harvindar**

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.... COURSE CONTENTS....

Module 1: CUSTOMER SERVICE PRINCIPLES

- Why Customer Services?
- Types of Customers
- What Customers Want?
- Is Customer Always Right?
- **Practice:** Customer Service Experience
- Personality Types
- Communication Channels

Module 2: GETTING INFORMATION

- Questioning Techniques
- Open and Closed Questions
- Leading Questions
- **Exercise:** Tell Me About the House

Module 3: EMPATHY

- What Is Empathy?
- How to Empathise?
- **Exercise:** Customer Service Empathy

Module 4: CUSTOMER SERVICE SCENARIOS

- Common Scenarios
 - Scenario A
 - Scenario B
 - Scenario C
 - Scenario D
 - Scenario E
- Mistrustful Customer
- **Practice:** The Mechanic
- Handling Angry Customer
- **Practice:** Angry Customer
- Swearing Customer Handled
- Responding to Rants
 - Derailing
 - Silence Treatment
 - Disengage
 - Distract

- Long Queue
- You Don't Have the Information
- **Practice:** Don't Have the Information
- I Want to Speak to Your Manager
- **Practice:** Speak to Your Manager
- Using Other Customers as Audience
- **Practice:** Using Other Customers as Audience
- Can't Find the Information
- **Practice:** Can't Find the Information

Module 5: SEQUENCING SENTENCES

- Sequencing Sentences
- **Exercise:** Positive Values

Module 6: TELEPHONE SKILLS

- **Practice:** Initiating Phone Calls
- Putting on Hold
- Transfer
- **Practice:** Putting on Hold

Module 7: BODY LANGUAGE

- **Practice:** What You See Is What You Get
- First Impressions
- Gestures

Module 8: HANDLING COMPLAINTS

- Principles of Dealing with Unhappy Customers
- Unable to Fulfil
- **Practice:** Saying NO
- Challenges
- **PRACTICE:** Challenges

Module 9: KEEPING CALM

- **Practice:** Breathing Technique
- **Practice:** Utilizing the Five Senses

.... TRAINER....

MR VIGNESWARAN A/L APPADU @ APPLASAMY has been involved in lecturing, research, management, sales and training for more than 14 years in the field of Electrical Engineering, Manufacturing sector, Higher Education, Sales and Marketing. Vigneswaran holds a Masters in Electrical Engineering from Universiti Teknologi Malaysia and is a registered member of Board of Engineers Malaysia (BEM), Institution of Engineering and Technology (IET), UK, Technological Association of Malaysia (TAM) and Green Productivity Association of Malaysia (GPAM). He is a Certified HRDF Trainer. In addition, he has been accredited by Harisson Assessment in Employee Development, completed Emotional Energy Management Trainer Course and attended Gamification and Behavioural Design workshop by Yu-kai Chou. His key areas of expertise include Performance Management, Emotional Intelligence, Sales and Customer Service, Personal Productivity and Employee Development incorporating Octalysis Framework.

MR VIGNESWARAN professional career begun in Singapore as a Sales Engineer and later ventured into the Higher Education sector in Malaysia. He has served as a Vice Principal of a college and moved on to lecture and undertake research in a leading private University where he was noted for his publications in the International IEEE Conferences of Power & Energy and Business, Engineering & Industrial Applications. He is a consultant in several research projects undertaken by consulting firms on effective implementation of Total Productive Maintenance, Root Cause Failure Analysis (RCFA) and/or Lean Management to identify areas to further improve efficiency and productivity. He is also providing consultancy services for industries aiming to become world Class Corporation to achieve an Overall Equipment Effectiveness of 90%. He has since developed over 23 training programmes in the areas of Manufacturing Operations, 30 training programmes in Soft-Skills. He has conducted training for organisations such as Khazanah Nasional, Iskandar Region Development Authority, Sarawak SEDC, Honda, UMW, Hong Leong Bank, Bintulu Development Authority, IFCA MSC, KPJ Tawakkal, Global Enterprise International Malaysia, Galeri Petronas, Suzuki Latex, Mutiara Technology, JAS Worldwide, Nitzkertz, Comfori Sdn Bhd, TS Riching, MHWirth, MATTA Academy, Teckwah Paper Products, Lion Digital Malaysia and many others.

.... COURSE DETAILS....

Date **September 7 & 8, 2022 (Wednesday & Thursday)**
Time **8.45am - 5.00pm**
Platform **Remote Online Learning via Zoom**
Medium of Instruction **English**
CPD **14 hours**
Fees **Members RM689.00/pax**
Non-Members RM848.00/pax
(Fees inclusive of Service Tax at 6%, Downloadable Course Materials and Certificate of Attendance)

- ❖ *Download and install ZOOM app on your laptop/desktop before the programme*
- ❖ *Good Internet / Wi-Fi connectivity*
- ❖ *Access Links will be provided upon confirmation of the programme*

.... ADMINISTRATIVE DETAILS....

HRD CORP CLAIMABLE COURSE DETAILS

- Training Provider: **FMM Institute Perak**
- MyCoID : **475427W_PERAK**
- HRD Corp Programme No: **Provided upon confirmation**

DISCLAIMER

The FMM Institute reserves the right to change the facilitator, date and to vary / cancel the course should unavoidable circumstances arise. All efforts will be taken to inform participants of the changes.

REGISTRATION

- Upon **Faxing/Mailing** the completed **Registration Form** to FMM Institute, you are **deemed** to have read and **accepted** the terms and conditions. The **course** would also be **deemed** as **confirmed** unless informed otherwise.
- Will be based on First-Come-First served basis.

PAYMENT

- **Cheques** made in favour of "FMM Institute" should be forwarded to FMM Institute Perak.
- For **SBL-KHAS Scheme**, an **Attendance of 100%** is a **must**, in any case, **employers will be billed in full**.
- FMM Institute SST Registration No. **W10-1901-32000105**

CANCELLATION

- Must be in Writing with Reasons
- 7 days before the course – No payment charged
- 3 – 6 days before the course - 50% payment charged
- < 3 days before the course – Full payment charged
- Participants who did not turn-up will be charged full payment
- Replacements can be accepted at no additional cost

~ Registration Form ~

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**Closing Date:
AUGUST 30, 2022**

FMM Institute
No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak

Fax: 05-5488221

Dear Sir / Madam, please register the following participant(s) for the above programme.

1.	Name	Designation
	NRIC	HP No
2.	Name	Designation
	NRIC	HP No
3.	Name	Designation
	NRIC	HP No

(Please attach a separate list if space is insufficient)

We hereby confirmed that *(Please tick (✓) in appropriate box):-*

- We **will be claiming under SBL-Khas Scheme** and full payment would made to FMM Institute in the event that no disbursement from HRDF under any circumstances
- We will **NOT BE CLAIMING under SBL-Khas Scheme**. Enclosed cheque/bank draft No _____ for RM _____ being payment for _____ participant(s) made in favour of the "FMM Institute".

Submitted by:

Name:	Designation:	
Company:	Tel:	Fax:
Address:		
Email:	FMM Membership No	