

CERTIFICATE PROGRAMME ON CUSTOMER SERVICE TRAINING FOR TRAINERS

DESIGNED FOR

- Training Managers and Training Officers
- Human Resources Managers and Executives
- Customer Service Managers
 - Sales & Marketing Managers
 - Quality Managers

INTRODUCTION

Ensuring a high level of customer satisfaction is the most critical strategy of each corporation in meeting the fierce competition in the years ahead. Customer Service is not only to enhance customer satisfaction and to build up corporate image, but also to develop the most valuable asset of an organization - converting one-time customers into loyal ones. Training up customer contact staff with appropriate competencies to meet and exceed customer expectations is the most essential focus among those managers and supervisors in the coming decade. This Programme is designed to meet the above mentioned needs and to ensure that participants will acquire the practical and how-to skills to design and conduct an effective and tailor-made customer service training programme for the staff within their own organization. The lecturer will have plenty demonstrations on actual and effective customer service training design so that participants can benchmark the best practices. The Programme will also provide all participants with a common forum to share their experience in organizing the customer service training programme in their respective corporations. Emphasis will be put on the discussion of various strategies in building a system for a better customer service culture in their organization.

OBJECTIVES

Upon completion of the programme, participants will be able:

- to identify the customer service training needs in their corporation
- to learn how to design and tailor an effective customer service training programme in their corporation
- to develop practical means of evaluating the effectiveness of a customer service training programme
- to develop and document strategies on reinforcing the performance of the customer service staff
- to benchmark the excellent companies in organizing strategic customer service training programmes

LANGUAGE MEDIUM

Cantonese (supplemented with English terminology)
Course manuals will be in English

ENQUIRIES

For enrolment and general enquiries, please contact 2774-8501 (Customer Service Department) or via fax 2774-8503. For course details, please call Ms Ann Poon on 2774 8576 or Ms Candy Ho on 2774 8554; or visit the HKMA website: www.hkma.org.hk/cert.

DATES AND TIME

Wednesday
26 May; 9, 23, 30 June;
7, 14, 21, 28 July; 4 August 2010
7:00 pm - 10:00 pm
(Please note that No class will be held on 2 June 2010)

FEE

Member: HK\$2,850
Non-member: HK\$3,050

VENUE

CYMA Charity Fund Management Development Centre
2-4/F Pico Tower
66 Gloucester Road
Wanchai
HONG KONG

AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% attendance of total lecture hours;
2. passed the mid-term exercise; and
3. passed the final project

will be awarded a "Certificate in Customer Service Training for Trainers".

LECTURER

Mr Raymond Fung is currently a customer service, training and human resources consultant. He was the Head of Training Department in one of the airline related companies and the Training Director in one of the leading service organizations in Hong Kong. The leader holds double master degrees in Personnel Management and Business Administration. He also possesses a professional qualification in training management. The leader has many years of extensive management training and human resources training experience and has trained up more than 3,500 managers and executives in the past ten years in various tertiary institutions both in Hong Kong and overseas. His commitment to training professionals leads him to receive several training awards.

CONTENTS

1. IDENTIFICATION OF CUSTOMER SERVICE TRAINING NEEDS IN CORPORATIONS

(在機構推行顧客服務培訓的需要指標)

- Customer Feedback Survey
- Training Needs Analysis Survey for Service Performance
- Service Attitude Survey
- Organizational Functional Audit and Review
- Problem Centre Approach
- Performance Appraisal
- Benchmarking of Service Standards

2. DESIGNING AND TAILORING AN EFFECTIVE CUSTOMER SERVICE TRAINING PROGRAMME

(為公司度身訂造一套有效的顧客服務培訓課程)

- Writing Training Objectives
- Conceptual Model for Designing a Customer Service Training Programme
- Adult Learning Principles
- Experiential Learning Approach in Changing Service Attitude
- Key Training Points, Session Plan, Methodologies, Participant Manual, Visual Aids, Handouts
- Writing Case and Role Play Scenarios

3. PROFESSIONAL CUSTOMER SERVICE TRAINING SKILLS (顧客服務的專業培訓技巧)

- Presentation Skills in Hospitality Training
- Lecturing Skills in Sharing Customer Service Concepts, Successful War Stories and Service Research Findings
- Facilitating Skills in Customer Service Case Studies
- Using Structured "Customer - Shoe" Experience and Management Game
- Applying Customer Service Stories
- Opening Skills in Customer Service Ice-breaking Activities
- Closing Skills in Professional Customer Service Staff Character

4. DESIGN AND DEMONSTRATION OF MANAGEMENT AND SUPERVISORY TRAINING SERIES

(顧客服務訓練系列的設計及示範)

(The Course Leader will show and demonstrate the course design and process of the following customer service training topics and the topics as demonstrated will subject to the final confirmation upon the actual needs of course participants)

- a. Module 1: Fundamental Concepts of Quality Customer Service
 - ☐ Benefits of Delivering Excellent Service to the Customers of the Company
 - ☐ Concepts of Quality Customer Service: Basic, Support and Enhanced Service in Each Service Contact Point of the Company
 - ☐ Quality Customer Service Interaction Steps
 - ☐ Moment of Truth: Critical Moment in the Service Process/Service Chain
 - ☐ Reasons for Losing Customers
- b. Module 2: Professional Customer Service Manners
 - ☐ Enthusiastic, Professional, Consistent, Flexibility, Interactive, Spontaneous, Respectful
- c. Module 3: Professional Customer Service Interaction Skills
 - ☐ Do and Don't of Professional Service Interaction Skills
 - ☐ Magic and Professional Service Language
 - ☐ Greeting & Reception Skills
 - ☐ Developing Conversations with Customers
 - ☐ Essential Rapport Skills with Customers:
 - ☐ Active Listening Skills
 - ☐ Re-framing Skills

- ☐ Praising Skills and Model
- ☐ Summarizing Skills
- ☐ Contracting Skills
- ☐ Matching and Feedback Skills
- ☐ Essential Telephone Standards At Work

d. Module 4: Handling and Dealing with Irate Customers

- ☐ Psychological Perspective on Personality Types of Customers
- ☐ Different Strategies in Handling Personality Types of Customers

e. Module 5: Assertiveness in Customer Service

- ☐ Aggressive, Assertive and Submissive Behaviour When dealing with Difficult Customers
- ☐ Advantages of Adopting Assertive Behaviour
- ☐ Your Assertiveness in Service Delivery
- ☐ Assertive Language and Body Language
- ☐ How to Say "No" to Customers
- ☐ How to Set Limits to the Customer
- ☐ Skills Practices to Rehearse Assertive Behaviour

f. Module 6: Handling Difficult Customer Situations and Customer Complaints Effectively

- ☐ The Basic Nature of Customer Complaints and Difficult Customer Situations
- ☐ Benefits of Handling Customer Complaints and Difficult Customer Situations Professionally
- ☐ Case Study on Handling Typical Customer Difficult Situations and Customer Complaints in the Company
- ☐ Psychological Perspective in Handling Customer Complaints and Difficult Customer Situations
- ☐ Skills of Calming Own Emotional Feelings
- ☐ Techniques of Handling Irate and Angry Customers over the Phone
- ☐ Do and Don't in Handling Customer Complaints and Difficult Customer Situations
- ☐ Professional Skills and Steps in Handling Customer Complaints and Difficult Customer Situations
- ☐ Skills Practice of Participants

6. DEVELOPMENT OF SERVICE STANDARDS

(撰寫「服務標準」技巧)

- Skills and Guidelines
- Benchmarking of Quality Service Standards of Reputable Organizations
- Writing Service Standards Practice for Own Company
- Communication of Service Standard via Training

7. DEVELOPMENT OF CUSTOMER SERVICE STRATEGIES

(發展策略性的顧客服務策略)

- Customer Perspective, Leadership Perspective
- Process System Perspective, People System Perspective
- Successful Stories

8. BENCHMARKING THE EXCELLENT COMPANIES WHICH INITIATE CUSTOMER SERVICE TRAINING AND STRATEGIES

(參考及借鑑成功顧客服務訓練的例子)

- Winning Programme in Award for Excellence in Training in Hong Kong
- Demonstration of World-class Customer Service Management Game

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顧客服務培訓證書課程 CB-A0036-2010-1-P 26 May - 4 August 2010

Member: HK\$2,850 / Non-member: HK\$3,050

ENROLMENT FORM

*Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given. The Association will issue certificates based on the details and name format as given in this form.

Name (Mr/Ms)			姓名 :		
	(Surname)	(Other Names)		(中文)	
HKID Card No.:			HKMA Membership No.:		
Position:					
Company:					
Address of Company:					
Nature of Business (e.g. Toy Manufacturing), please specify:					
Job Responsibilities:					
Telephone No. (Office):		(Residence):		Mobile:	
Fax No. (Office/Home):		E-mail:			
Correspondence Address:					
Cheque Number:					
Cheque Amount: HK\$					
Education Level:					
	<input type="checkbox"/> Master or above	<input type="checkbox"/> Bachelor	<input type="checkbox"/> HKMA Diploma	<input type="checkbox"/> Other Diploma	
	<input type="checkbox"/> Matriculation	<input type="checkbox"/> Secondary	<input type="checkbox"/> Others (Please specify) _____		
Total Number of Years' Working Experience Years of Working Experience in Course-Related Field					
Name & Title of Nominator (if applicable): _____					
Nominator email/address: _____					
Sponsorship: <input type="checkbox"/> Self-sponsored <input type="checkbox"/> Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)					
<i>Our company undertakes to pay the course fee for the above applicant</i>					
Name of Contact Person _____					
Position _____					
Telephone No. _____ E-mail: _____					
Signature: _____ Company Chop and Date: _____					
From where did you FIRST learn about this Programme?					
<input type="checkbox"/> Email from HKMA <input type="checkbox"/> Email from other (Please specify): _____					
<input type="checkbox"/> HKMA Website <input type="checkbox"/> Website Advertisement (Please specify): _____					
<input type="checkbox"/> Direct Mailing <input type="checkbox"/> Newspaper (Please specify): _____					
<input type="checkbox"/> MTR Station <input type="checkbox"/> Exhibition (Please specify): _____					
I understand that all handout materials obtained in class are strictly for my own educational purposes. OINA					
Signature: _____ Date: _____					

- This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:
Director General, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No. 8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice. **For course details, please contact Ms Ann Poon on 2774-8576 or Ms Candy Ho on 2774-8554.** Website: WWW.HKMA.ORG.HK
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.