



EFFECTIVE CUSTOMER SERVICE AND COMPLAINTS MANAGEMENT

June 9 - 10, 2014 | 9.00am - 5.00pm | Shah Alam Convention Centre

SBL SCHEME

INTRODUCTION

In every organisation, the front-line people, who happen to become those that the customers come into contact with first, are the ones that leave indelible impression. The front-line people's way of contact and handling the customers are essential to ensure that the customers come back for more of their services. The major issue of customer service is lessening the disgruntled and dissatisfied customers, and improving relations further with them. The result will be an obvious turnaround of the company's image. Thus, to manage these support staff and draw up a comprehensive plan to upgrade customer service in the company is a very important step. This course will help managers and supervisors in charge of support staff to acquire skills, useful tips and techniques in this direction so as to enhance corporate image and increase productivity and profitability.

FACILITATOR

Ms Ng Yong Hooi holds an Honours Degree in Social Science from Universiti Sains Malaysia, with a major in Economics and minor in Management Studies. She has 17 years of experience in the corporate sector with exposure in service quality measurement, process and service improvement, sales and people development. Her experience in the financial sector extends over a period of 11 years, where she headed the FD and SA Unit at one of the Hong Leong Finance main branches, she was the team leader of Service Quality Measurement and Improvement Unit at OCBC Bank (M) Bhd and the Principal Trainer for management development programmes at Public Bank. As for her training experience in the corporate environment, it spans more than seven years, educating individuals from reputable organizations such as OCBC Bank, Public Bank, Maybank, AmBank, iCimb, Astro, iPerintis, Infineon Technologies, Taiyo Yuden (Sarawak), TNB Remaco, EPF and Cyberview to name a few. Her audience range from entry-level employees to senior management. To ensure her participants' learning is truly enhanced, Yong Hooi shares insightful, practical and how-to guidance to implement best practices that will bring about people development initiatives within the organisation. Her practical facilitating and training style, allied with her personal enthusiasm and sense of humour, is key to her dynamic and informative programme delivery which participants find easy to relate. Her strong belief is that every individual's potential can be developed and she evokes positive self-response.

***ELIGIBILITY FOR SME'S SKILL UPGRADING PROGRAMME**

- ◆ Manufacturing sector (including agricultural-based industries) and manufacturing-related services - annual sales value is not more than RM25 million or with less than 150 full-time employees
- ◆ Services sector (including ICT) - annual sales value is not more than RM5 million or with less than 50 full-time employees
- ◆ SMEs must be registered under the Companies Act 1965 (Private Limited Companies) or under the Registration of Business Act 1956 (Enterprise Companies) with majority Malaysian shareholders (minimum 60%)

ADMINISTRATIVE DETAILS

Dates : June 9 - 10, 2014
Time : 9.00 am - 5.00 pm
Venue : **Shah Alam Convention Centre**
 No. 4 Jalan Perbadanan 14/9
 40000 Shah Alam, Selangor Darul Ehsan
Fees : FMM Members – RM1,300 per participant
 Non Members – RM1,600 per participant
 *RM285 per participant (after 70% Skills Upgrading Grant)
 *RM950 per participant (before Skills Upgrading Grant)

(Fees include course materials, Certificate of Attendance, lunch and refreshments)

For further enquiries, please contact:

Pn. Nazihah / Pn. Shimah

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OBJECTIVES

At the end of the programme, participants will be able to:

- ◆ save money by doing what your customers want and eliminating what they don't really care about
- ◆ balance customer needs with the reality of your business operations
- ◆ create and keep a service gap between you and your competitors
- ◆ reduce customer complaints
- ◆ spot areas needing immediate improvement
- ◆ develop an attitude of surprising and delighting the customers
- ◆ use measurement to reward rather than punish

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, sales and marketing department.

CONTENTS

Preparing the Organisation

- ◆ The need for quality improvement
- ◆ A framework for creating customer oriented quality goals
- ◆ Total cultural change as a major driving force

Developing Customer Focus

- ◆ Personal responsibility in providing legendary customer service
- ◆ The professional service provider
- ◆ Building rapport with customers
- ◆ The difference we make personally

Creating a Strategy for Excellent Service

- ◆ Determining customer wants and needs
- ◆ Setting up focus groups
- ◆ Setting up standard operating procedures
- ◆ Planning for continuous improvement
- ◆ Bettering your competitors
- ◆ Consequences for not meeting customer requirements
- ◆ Dynamic customer service equation

Designing a System to Consistently Deliver

- ◆ System for customer service excellence
- ◆ Determining your customer mission
- ◆ Motivating people who deliver the service
- ◆ Setting standards of excellence
- ◆ Giving feedback to service providers

Training and Supporting Our Front-Liners

- ◆ The seven worst service characters
- ◆ Training methodology
- ◆ Supporting the front-liners
- ◆ Giving negative feedback

Measuring and Implementing an Excellent Customer Service Programme

- ◆ Measurement of customer service
- ◆ Getting feedback from customers
- ◆ Changing complaints to compliments
- ◆ Implementing action plans for success

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 10 or more working days before the start of the programme. Cancellation received 6 - 9 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 5 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.

10% group discount is applicable for registration of three (3) or more participants from the same organisation and of the same billing source. 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.

REGISTRATION FORM

EFFECTIVE CUSTOMER SERVICE AND COMPLAINTS MANAGEMENT

June 9 – 10, 2014 (Monday - Tuesday)

Shah Alam Convention Centre

The Manager

FMM Institute, Selangor Branch

Tel: 03-55692950

Fax: 03-55694346

Email: fmmselangor@fmm.org.my

Please tick (✓) accordingly:

PSMB Scheme: ☐ SBL ☐ Non Contributor

Required vegetarian meal: ☐ Yes ☐ No

Dear Sir/Madam,

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

(To be completed in **BLOCK LETTERS**)

| 1. Name | Designation | E-mail |
|-------------|-------------|--------|
| Nationality | IC No. | |
| 2. Name | Designation | E-mail |
| Nationality | IC No. | |
| 3. Name | Designation | E-mail |
| Nationality | IC 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: _____

Address: _____

Tel No.: _____ Fax No.: _____ Date: _____

FMM Membership No.: _____ My Corporate Identity No.: _____