



# Customer Service Skills: Enhancing Customer Satisfaction through Effective Problem-Solving and Convincing Skills

**Trainer:** Khoo Hai Chui

**Date:** 1-2 August 2023 (Tuesday-Wednesday)

**Time:** 9AM – 5PM

**Venue:** Pearl Point Hotel KL / Gleamy Center, KL

## OBJECTIVES

Upon completion of this program, participants should be able to:

- Understand your role and responsibilities as a customer service provider
- Be able to practice skills and techniques which enhances customer satisfaction
- Be able to handle irate customer and customer complaints professionally and objectively
- Improve customer relations
- Be convicted to provide good customer service via telephone as well as in person
- To develop a range of customer service excellence skills
- To identify the service performance gap and the courses of action to be taken for improvement

## WHO SHOULD ATTEND

This course is specially design for Managers, Executives, Supervisors, Field Engineer/Technician, Sales and Customer Service personnel and employees who are in constant contact with customers.

## COURSE OUTLINE

### Module 1 – Excellent Customer Service Philosophy

- The importance of service excellence
- Five (5) excellence key roles in customer service
- Going beyond suppliers / customer expectation gap
- How to meet the needs of different customers
- Why does the customer important
- Two (2) golden rules

### Module 2 – Assessing the Internal & External Customer

- Where do your customers come from
- Determining the internal & external customer
- The process that related the Internal & External customers
- Similarities and differences between internal Vs external customer



### **Module 3 - Managing Customer Expectation Gaps**

- Customer satisfaction – definition
- Five (5) customer expectation factors – R.A.T.E.R. and B.E.D.U
- Why customer stop being your customer
- Demonstrating F.A.B techniques
- Good Services Vs Excellent Services

### **Module 4 - Professional Image & Communication That Wins Customers**

- Work Ethics / Corporate Image
- Personal grooming and office etiquette
- Interpersonal communication
- Dos and Don'ts of quality service excellence

### **Module 5 - Key Elements in Delivering Customer Service Excellence Through The telephone**

- The importance of the telephone
- Telephone Etiquette
- Monitoring your voice tone
- Providing accurate information over the phone
- Dos & don't on phone

### **Module 6 - How to Handle Difficult Customers and Complaints**

- Problem solving FROM customer point of view
- Dealing with anger
- Identify different types of people and difficult situation
- Six (6) steps to service recovery and regaining trust from customer

### **Module 7 - Breakthrough the Normal Practices in Customer Service**

- Re-engineering your customer's experience cycle
- The problem of incomplete solution
- Tailoring customer intimacy – producing the best fit and the art of anticipation
- Bridging the relationship channel and establishing relationship Centres

### **Module 8 - The Importance of Teamwork in Achieving Service Excellence**

- To build greater commitment to quality and customer service
- How to develop greater loyalty to the company and to each other
- How to share values, objectives and a common language
- The need for education and motivation to perform well

### **METHODOLOGY**

The methodology used includes a combination of:

Interactive lectures: 40%

Group discussion, activities, exercises, presentations, video reviews, and role-play: 60%.

## **TRAINER PROFILE**

Khoo Hai Chui

MR KHOO has more than 18 years of management experience and held several senior managerial positions such as Manager, Senior Manager, Director of Sales, Country Manager (Corporate Training) and General Manager for a leading international service organization. He also contributed to Pembangunan Sumber Manusia Berhad (PSMB) for developing the curriculum structure for the Train-The-Trainer (TTT) and Evaluation on Effectiveness of Training.

He also has an experience as a tutor in UPM for a few years. Regularly pursuing his own self-development, he is very highly motivated, having excellent interpersonal skills and very strong compelling leadership qualities. A highly logical and analytical mind enables him to confidently and competently teach and take the necessary holistic approach when addressing many underlying issues in problem solving and decision-making situations. It is these positives qualities that make him an automatic choice to lead and conduct training. His training has always been evaluated as exciting, fun and learning made easy to apply.

With his vast experience and coupled with excellent language abilities in English, Bahasa Melayu and as well in Negeri Sembilan Malay dialect, making him an ideal trainer. He has always been highly rated as "Excellent" by the participants from the various organizations and his areas of expertise are Team Building & Motivation, Etika Pekerja Cemerlang, Kemahiran Penyeliaan Berkesan, Customer Services, Sales Negotiation Skills, Professional Presentation Skills, Personal Development, Time & Stress Management, Leadership & Empowerment Strategies, Management for Manager, and Human Resource Management.

He was an Assistant Superintendent of Police (ASP) for several years and was awarded the "Best Student" during his training programme. While in the police force, he was exposed to the various work divisions. He had accumulated vast experience and good knowledge on security and supervising the down liner. All these factors display a highly disciplined personality with strong characteristics which are added value as a trainer.

His rich experience and knowledge in the area of manufacturing and services sector has make him a valued trainer for organizations such as NESTLE Manufacturing, UNILEVER Food ,Sinmah Food (FARMBEST), SONY Precision Eng, PHILIP/NXP Semiconductor ,FLAIRIS Malaysia, PETRONAS gas, HONDA Malaysia, HICOM Automotive, ORNASTEEL Group, FELDA Rubber, Pesama Timber, CIMB Group, TESCO Stores, UiTM, POLITEKNIK, TAYLOR's University College, NATIONWIDE Express, DYNEA, Optimal Chemical, GLOMAC Berhad, Seremban Specialist Hospital, Permai Inn Hotel and many public programs and etc.