



Customer Service Excellence For Service Industries.

OVERVIEW

The importance of customer service has long been recognised—its value in delivering service through competitive differentiation, delighting customers and establishing brand standards has clearly been established in any service based industries.

Given the universal acknowledgement of its importance, many might be surprised to discover that the gap between customer's expectation and the ability of companies to fulfil them is currently widening. While 80% of companies believe they deliver a good or superior customer experience, only 20% of their customers agree.

This *2-DAY SIGNATURE PROGRAM ON CUSTOMER SERVICE EXCELLENCE FOR SERVICE INDUSTRIES* will bring the focus of the participants into delivering their services, creativity and innovation to the exceed the customers expectations, delivering a WOW service impact.

Since customer service is a dynamic business function, evolving most of the time, we believe that organisations must now recognise and adapt to a major paradigm shift in customer service brought about by changes over time.

A *C.A.R.E.* approach into delivering the best customer service deliveries will create an impact on the experience of every customer is being engaged.

This program serves to change the dimension of delivering a level 5 service orientation and enhance the service paradigm of the participants within the program.



OBJECTIVES

1. To reframe and re-energize the participants especially the front liners of the organisation, into engaging themselves with the new paradigm of delivering customer service delivery
2. Unlearn and Relearn new concepts, ideas, enthusiasm and commitment of engaging everyone into delivering awesome customer experience.
3. Bringing changes and delighting guests through superior service standards.
4. Bringing about Change in habitual pattern and attitudinal perspective into a positive service oriented mindset throughout the organisational employees.



TARGET PARTICIPANTS

Front liners, those that are interacting directly with the customers. And all employees that are involve in internal and external customer service perspectives, deem fit by the organisation.



Duration

2 Days, 900am - 500pm, Interactive Classroom Sessions.

Language

English and/or Bahasa Malaysia

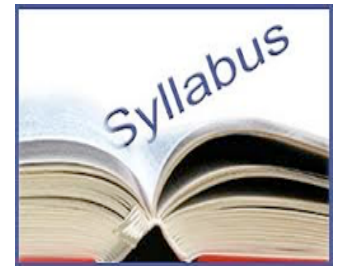
Nos. Of Participants

The number of the participants is up to the discretion of the organiser, not exceeding 25 pax.
Maximum of 25 pax for effectiveness of the training.

TRAINING SYLLABUS

MODULE 1 : PARADIGM SHIFTS - DELIVERING SERVICE DIFFERENTLY.

- Defining, Understanding and the reason to embrace and engage Shifts in Thinking
- Throw the box away and be different
- Be, Know and Do
- Begin with Positivity
- Paradigm Shifts and Customer Care - it Begins With You !



MODULE 2 : CUSTOMER CARE AND SERVICE EXPERIENCE - DELIVERING THE CARING PERSPECTIVE

- The need to provide Impactful Customer Service.
- Exploring and Developing The Caring Customer Experience
- The 4 levels of Customer Service
- YOUR Customer Service Culture : Of Values, Integrity & Credibility.
- The C.A.R.E. approach

MODULE 3 : WONDERFUL OUTSTANDING WAY OF DELIVERING SERVICE - THE WOW PARADIGM

- What is W.O.W. and ways of inculcating the W.O.W service
- Ideas and Philosophies Behind Great Customer Service.
- Why Excellence? The Purple Cow Concept in Service.
- Going beyond the normal service - Understanding Excellence in Service.
- Creativity, Innovation and Personal Touch
- Exceeding Customer Expectations - +1 Delivery

MODULE 4 : 5 STAR SERVICE CULTURE & OTHER PERSPECTIVES ON SERVICE.

- Elements of a 5 star service
- Engaging The 4 P's in Customer Service
- 7 Habits of delivering Outstanding Customer Experience
- Raving Fans Attitudes



MODULE 5 : STRATEGIC APPROACH INTO EXCELLENT SERVICE PARADIGM.

- The philosophy behind service orientation
- Core Values and Service Culture
- Understanding 12 Service Values
- Your Service Footprint
- Strategic perspective into execution of service culture and practices



* For the purpose of maximising the training impact for your organisation, we do require your organisational Vision, Mission and Core values, prior to the training to impart, refresh and embed these elements into the training itself.

METHODOLOGY

- Interactive Lectures
- Discussions & Brainstorming
- Experiential Learning Activities
- Video Learning, Role Play & Case Studies
- Service Action Plan
- Short Assessment / Test



PSMB - SBL SCHEME

- This program is being conducted under the **PSMB-SBL scheme**
- Organisations are advised to obtain the necessary approval before executing the program to enable them to claim for the disbursement of the PSMB funds.



LOGISTIC

Organization is to provide the necessary needs and requirements for the trainers / facilitators.

- Accommodation Facilities
- Food and refreshment,
- Classroom setting with whiteboard and flip charts
- LCD Projector and P.A. System and other related

Requirements to complement the training delivery

PAYMENT METHOD

PROFESSIONAL FEE:

- The professional fees per day RM xxxx. Fee is not inclusive of food and refreshment for the participants, trainer/s and facilitators.

- Fee is inclusive of training materials, certificate of participation & trainers fee.

All payment is to be made to **EDUTECH TRAINING CENTRE SDN BHD**, Cross Account payee or Direct Electronic Transfer to **EDUTECH TRAINING CENTRE SDN BHD**, Bank Account No: **3182597332**, **PUBLIC BANK BARHED, MALAYSIA**

OUR TERM OF PAYMENT:

A 40% Confirmation Fee is required to secure the program.

- The balance of payment is to be delivered upon the completion of the training itself.

- However, if there is other term and condition as per the payment, the organizer is requested to discuss further with the training provider