



Quality Customer Service Programmes

University of Malaya City Campus

Introduction

A large part of customerservice success is creating a seamless experience. Customer needs are anticipated; systems are in place, employees are trained. The company runs like a well-oiled machine. Customer complaints are never easy to hear. If we shift from being defensive to opportunistic, complaints can be our best friend. If we do not listen, rest assured, the financial statement will communicate the news eventually.

Benefits

By the end of the programme participants would be able to:

- Understand their roles as customerservice personnel in projecting the right image
- Differentiate between customerservice and quality customerservice
- Identify the needs of the customers through appropriate techniques
- Apply customerservice techniques in order to provide better service
- Practise techniques in handling complaints in order to pacify them
- Apply proper telephone techniques and courtesies when answering inquiries by callers

Programme Methodology

An interactive approach in which throughout the course it includes the following:

- Role-plays
- Self-assessment exercises
- Group discussion and presentation
- Simulation games in relation to the topics discussed

Study Materials

The participants will be given Handout, Notes and Certificate during this programme.

Content:

Effective Customer Relations

- Vision and mission statement
- Composition of service cycle
- Moments of truth – magic and misery
- Qualities of a customerservice personnel
- Benefits of quality service to the organization and individuals
- The telephone and e-mails

Quality Customer Service

- Types of service
- Dimensions of service-Procedural versus Personal
- Importance of service standards

Creating the Customer's Experience

- Knowing the timing requirements
- Being one step ahead
- Skill of understanding through attentiveness
- Skillful listening
- Obtaining feedback

The communication basics

- Watch words and avoid jargon
- Match the customer's speed and style
- Match the intensity of concern and emotion
- Get personal-Name calling is good (the customer's name, that is)

Developing Rapport through Magic Phrases

- Greetings for new and existing customers
- End with finesse
- Being emphatic
- Phrases for beyond customer's expectations
- The follow-ups

Handling Complaints

- Why customers are difficult?
- Steps in handling complaints
- Learn to get difficult customers on your side
- Action plan and follow-up

Telephone Techniques and Courtesies

- Creating the right impression on the telephone
- Techniques in handling telephone calls
- Maintaining cheerfulness and friendliness
- An OK attitude
- The sound of your voice
- Techniques of sending clear messages
- Skills of receiving messages



Facilitator Aslini Abdullah



Aslini Abdullah graduated with a Bachelor of Arts Degree majoring in Economics in Northern Illinois University, USA. She has gained vast exposure and experience through various administrative, supervisory and managerial positions that she held in the banking, finance and hotel industries.

Aslini had extensive experience in training, personnel administration, employee relations and counselling. In the field of human resources development, she served as Training Manager in a leading first-class hotel with the responsibility for training of some 700 employees of the organisation. As part of the Company's succession planning she was responsible in designing the management trainee programme and other related familiarization of exposure programmes for the staff.

She has conducted general development programmes which include time management and interpersonal skills, managerial and supervisory programmes which comprise counselling, stress management, teambuilding, leadership skills, motivation and customer service programmes for participants from a number of public and governmental bodies.

Registration Form

Personal Data

NAME			
RESIDENTIAL ADDRESS			
TELEPHONE	MOBILE PHONE	I/C NO	

Employer Data

EMPLOYER			
OFFICE ADDRESS			
TELEPHONE	FAX	EMAIL	

Registration Fee: RM850.00 only

Payment can be made by cash or using crossed cheque/bank draft/money order/telegraphic transfer made payable to UMCCed.

If you wish to pay through CIMB Bank, payment should be made payable to the account below:

Account Name : UMCCed
Account Number : 14400009148053
Bank : CIMB Bank

Please send a copy of your bank-in slip to UMCCed and a receipt of acknowledgement will be given.

Replacement or Cancellation

If you are unable to attend, a substitute or replacement is allowed at no extra cost provided that a written notice is given **TWO WEEKS** prior to the event. Cancellation from the course is subject to the following:

- Seven (7) working days prior to commencement – full refund
- Less than seven (7) working days prior to commencement – 50% refund
- After commencement – no refund will be made

Please note that **CANCELLATION BY PHONE** will not be accepted. UMCCed must receive a written notice as mentioned above.



For further information/registration, please contact:
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