



Standards+Training+Consultancy

# CUSTOMER SERVICE FOR FRONTLINERS- HOW TO SERVE WITH LOVE

## OUTCOMES

Upon completion of this programme, participants will be able to:

- Explain the importance of customers to business
- Describe what customers really want and expect
- Strategize on how to manage customers excellently to realize organization's service vision
- Develop appropriate measurements to track customer service performance
- Sustain efforts and performance for competitive advantage

## METHODOLOGY:

- Facilitator Interactive Presentation
- Individual Activity-Self Reflection
- Group Breakout Activity
- Relevant Video Presentation

## Who Should Attend This Training?

- Frontliners and Supervisors
- Customer Service Assistant
- Lead Customer Service
- Customer Service Supervisors who are currently in the Customer Service Operation Unit

## PROGRAM HIGHLIGHT

How much more profit could an organisation make annually if it had customers who kept on coming back to the organization again and again? Wouldn't be wonderful if an organisation's customers were so satisfied with its services that they simply advertised its business favourably through words of mouth? Therefore, this program will help develop your customer service managerial knowledge and skills to make your dreams come true.

**SHAH ALAM**  
**SELANGOR**

# COURSE OUTLINE

## Session 1 : Introduction & Understanding the Big Picture

- Welcoming
- Ice Breaker- Knowing Me Knowing You
- Understanding the Big Picture
- Program Framework

## Session 2 : What is Customer Service - What is for ME?

- Improved Customer Relationships
- Greater Job Satisfaction
- Reduced Stress and Hassle
- Enhanced Job Success

## Session 3 : Who Are Our Customers?

- Customer Perspective In Business
- Customer Defined
- Basic Types of Customers
- Customer Segmentation
- Lifetime Value of A Customer

## Session 4 : What Do Customers Really Need

- Goods VS Services
- Why Customers Quit
- What Is Customers Value

## Session 5 : How To Serve Customers Better

- Voices of Customers
- Service Strategies
- Service Enablers
- Moments of Truth

## Session 6 : How Do Know We Are Successful

- Service Quality Attributes
- Customer Feedback

## REGISTRATION

[www.sirimsts.my](http://www.sirimsts.my)



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## FEES

**RM1400/ PAX**

*\*excluding 6% SST*

(Discount: 3 or 4 pax - 5% /  
5 pax and above - 10%)



## MANAGEMENT AND SOFT SKILLS TRAINING CUSTOMER SERVICE FOR FRONTLINERS- HOW TO SERVE WITH LOVE

4-5 February 2020     25-26 August 2020

Shah Alam, Selangor

### REGISTRATION FORM

Contact Person			
Company Name			
Company Registration No.			
Address			
E-mail			
Contact No.	HP:	Office:	Fax:

**Please tick  for organisation type:**

Local company	Individual	SME	MNC
Organisation/ Association	Company registered under state agency	Government	Others (organisation / societies / international)
GLC	Foreign company	Koperasi	Professional & technical services

**Please tick  to indicate the nature of your business :**

Aerospace	Agricultural	Automotive	Building/Construction	Chemical	Communication
Defence	Distribution	Education and Industrial Training Services	Electrical and Electronics	Environment	Financial/Banking
Food and Beverages	Green Technology	Health Related & Social Services	Tourism & Related Travel	Information Technology	Machinery and Equipment
Medical Devices	Nuclear Fuel Industry	Oil and Gas	Plastics and Rubber Products	Pharmaceuticals	Power Plant Industry
Publishing/Broadcast	Research and Development	Shipbuilding	Textile/Clothing	Timber And Wood	Transport
Water Supply Industry	Others (Please specify):				

#### PARTICIPANT

No.	Name	Position	Email	Mobile No.
1.				
2.				
3.				
4.				
5.				

Signature : .....

Date : .....

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Official Organisation  
Stamp :

