

HANDLING CHALLENGING CUSTOMERS

OUTCOMES

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

- Explain the importance of customers
- Employ the techniques to attend to customers during the moment of service failure
- Develop a tool kit of techniques to manage behaviour, defuse emotion and resolve conflict
- Strategize on how to manage customer excellently to realize organization's service vision
- Apply and sustain efforts and performance for competitive advantage by continuous service improvements

METHODOLOGY:

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

Who Should Attend This Training?

- Frontliners and Supervisors
- Customer Service Assistant
- Lead Customer Service
- Customer Service Supervisor and other operational Units

PROGRAM HIGHLIGHT

Customer service is fundamental in every organisation. Through customer service, organisations are able to reach to customers efficiently. However, dealing with customers sometimes can be challenging. Hence, with the right techniques and knowledge, handling difficult customers will be at ones fingertips!

In this course, participants will be exposed to practical methods of mutual engagement between customer service personnel and customers, at the same time, gain new perspectives on how to turn challenging customers to returning customers.

COURSE OUTLINE

Session 1 : Introduction

- Welcoming
- Ice Breaker- Knowing Me Knowing You
- The Program Framework

Session 2 : What Is Customer Service?

- Why is customer service important?
- Who are your customers?
- The real cost of lost customers

Session 3 : What Do Customers Really Need?

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

Session 4 : Why Are Some Customer Being Difficult?

- Why people can be difficult
- The importance of feedback
- Managing behaviour and defusing emotion
- Resolving conflict
- Adapting to different personalities
- Recovering difficult situations

Session 5 : Service Strategies

- Voice of Customers
- Service Strategies
- Service Enablers
- Moments of Truth
- Dealing with Specific Customer Situations
- Customer Service Process Improvement

REGISTRATION

www.sirimsts.my



03-55446340
03-55446903



farhanah@sirim.my
rasidah@sirim.my

FEES

RM1500/ PAX

**excluding 6% SST*

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



HRDF
-MALAYSIA-
CLAIMABLE