

MANAGING DIFFICULT CUSTOMERS & COMPLAINTS WORKSHOP

Date : 22nd – 23rd May 2017
Venue : Vistana Hotel, Kuala Lumpur

This training is
PSMB SBL-KHAS

Workshop Description

Managing customer relationships isn't always smooth sailing. With the competitiveness of the business environment, it is essential that difficult customers be managed well.

The Managing Difficult Customers and Complaints Workshop looks into outcomes where a customer is irate and has become difficult. This workshop explores situations service professionals face every day and how to manage irate customers without affecting performance and salvage the customer relationship and in the process enriching it with powerful Service Recovery actions.

Workshop Learning Objectives

- Understand the importance of managing difficult customers and exceeding customer delight
- Develop key customer service communication skills
- Identify the different possible customer types and how to handle them
- Appreciate the different knowledge level of the customer
- Learn specific methods to handle difficult customers
- Pick oneself up after a blistering customer encounter
- Implement and deliver service recovery to continue to lengthen the life-cycle of the customer

Who Should Attend?

- Front line Professionals
- Consultants Professionals
- Customer service Professionals
- Sales Professionals
- Business Development Professionals
- Customer Relationship Consultants
- Business Development & Account Executives
- Anyone dealing with customers, whether directly or indirectly

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCENSM

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: The Perception Of Service In The Experiential Economy

- The Evolution of Service Delivery Levels
- Identifying and Understanding Your Organization's 4 Levels of Service Quality
- Understanding Service Expectations of Customers

Module 2: The Emergence Of Dissatisfaction In Customers

- Understanding the Customer Dissatisfaction Process
- What are the Causes of Poor Service?
- Recognizing the Triggers of Customer Dissatisfaction

Module 3: Understanding Difficult Customer Encounters

- The 4 Customer Knowledge Levels
- Know Yourself and Your Customers Profile Through DISC
- The Ground Rules for Handling Difficult Customers

Module 4: Managing Difficult Customers

- Understanding What Causes Conflict and the Stages of Conflict
- Dealing with Difficult Customers – The ADR Approach
- Vital Tips for Dealing with Angry and Emotional Customers

Module 5: Competencies For Managing Difficult Customers

- Effective Communication Requirements
- Leveraging on Empowerment to Initiate the Service Recovery Process
- 4 Building Rapport Techniques with Customers for a Memorable Customer Experience

Module 6: Rebuilding Self Confidence After A Confrontation

- "Don't Take it Personally" - Identifying Personal Fears and Taking Actions to Overcome Them
- The Psychology of Handling Difficult Customers - Repelling Negative Thoughts
- Developing the 5 Confidence Building Exercises

Program Facilitator

Jonathan Geok

Jonathan serves as Training Consultant of ATCEN Sdn Bhd. He is a graduate in Bachelor of (Hons.), International Business from Multimedia University, Malaysia. He is also a Certified Training Needs Analysis (TNA) Consultant and Train the Trainer by (PSMB), Malaysia, Master Trainer by Management Consultancy International (MCI), Australia, Train the Trainer by Management Consultancy International (MCI), Australia, Cert. IV in Training & Assessment by Management Consultancy International (MCI), Australia, LEGO Serious Play by Management Consultancy International (MCI), Australia.

Jonathan professional areas include Training, Coaching, Facilitation, Consulting (Organization Development) in corporate training as well as designing and developing course contents. He is also an experience Researcher. He also has wide experience in Training Need Analysis (TNA) consulting. He has consulted many clients from diverse nature of business both in manufacturing and service industries. He assisted these companies to identify training gaps, develop and map competencies until designing of modules to meet the clients' training requirements.

With more than 10 years working experience, he started his career as a Regional Market Researcher at a large Research Company to consult businesses and provide good market insights especially for Electrical and Electronics industry. Thereafter he spend several years with a Training Consulting firm actively working with a variety of public listed, private and government organizations in Malaysia, Singapore, Thailand and Indonesia. Whilst there, he also took a very active part as a Trainer. His most recent position was as a Training Manager with a large listed property developer in Malaysia.

He is passionate to help organisations unleash the potential of their employees to achieve the corporate results. Being a Trainer and LEGO Serious Play facilitator, he provides and facilitates training in the area of Change Management, Frontline Management, Customer Service Excellent, Communication Skills, Team Effectiveness and Sales.

Jonathan is also sought for his ability to handle of diverse personalities. Some of the companies he has worked with includes Avago, Aicello, I-City Properties, Panasonic, KLCC, Kibing Group, Malaysia Airline, Regal Marketing, Samsung, Shimano, Sunway College, Scope International, Shimano, WWRC etc.

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Companies that have attended “Managing Difficult Customers & Complaints Workshop” public workshop since 2010

ASTRO	Digicert	KPJ Healthcare Berhad	PGEO Edible Sdn Bhd
Aexio Software Sdn Bhd	Dutch Lady	Kuching Water Board	PHHP Marketing (M) Sdn Bhd
Affin Hwang Asset Management Berhad	EC Council Academy Sdn Bhd	Kumpulan Wang Simpanan Pekerja (KWSP)	PKNS
AIG Shared Services (M) Sdn Bhd	Endress+Hauser (M) Sdn Bhd	KYB - UMW Malaysia Sdn Bhd	Pong Codan Rubber (M) Sdn Bhd
Agensi Kaunseling dan Pengurusan Kredit (AKPK)	Esterol Sdn Bhd	L'oreal Malaysia Sdn Bhd	PORTMAN College
Akzo Nobel Paints (Malaysia) Sdn. Bhd.	Ferco Seating Systems	Labplas Sdn Bhd	Prudential Assurance Malaysia Bhd
Amanah Saham Sarawak	FlyFirefly Sdn Bhd	LF Asia	Reinhausen Asia Pacific Sdn Bhd
Asiankom Communication (M) Sdn Bhd	GCH Retails (M) Sdn Bhd	Loyal Paragon Sdn Bhd	Robert Bosch Sdn Bhd
Asia-Pacific Information Services Sdn Bhd	Genting Malaysia Berhad	Malakoff Utilities Sdn. Bhd.	RicoH (Malaysia) Sdn Bhd
Bank Negara Malaysia	Global Indian Education Sdn Bhd	Malay-Sino Chemical Industries	Rotork (Malaysia) Sdn Bhd
Bank Rakyat Berhad	GSC Sdn Bhd	Mandarin Oriental Hotel Kuala Lumpur	Sabah Air Aviation Sdn Bhd
Bank Simpanan Nasional (BSN)	Guper Integrated Logistics Sdn Bhd	Materialise Sdn Bhd	SapuraKencana Petroleum Berhad
Becker Industrial Coatings (M) Sdn Bhd	Harper Wira Air Freight Sdn Bhd	MATRADE	Securities Industry Development Corporation
Biro Pengaduan Awam, JPM	Hercules Sdn Bhd	Mayplas Packaging Sdn Bhd	Siemens (M) Sdn Bhd
Blue Scope Steel	Huber Suhner (M) Sdn Bhd	MCIS Zurich Insurance	Sirim Training Services Sdn Bhd
BMW Credit (Malaysia) Sdn. Bhd.	Institut Jantung Negara (IJN)	MCT Asia (Penang) Sdn Bhd	SME Bank
Boss Solution Sdn Bhd	Institut Latihan Dewan Bandaraya Kuala Lumpur (DBKL)	Melinau Shipping Sdn Bhd	Sunchirin Industries (M) Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd	Intelligence Netcare Sdn Bhd	MIMOS Berhad	SWM Environment Sdn Bhd
British American Tobacco (M) Berhad	Intermovers (Malaysia) Sdn Bhd	MISB Resources Sdn Bhd	Syarikat Bekalan Air Selangor Sdn Bhd (SYABAS)
Colourcoil Industries Sdn Bhd	International Medical University (IMU)	MyNIC Berhad	Syarikat Lori Hup Soon Sdn Bhd
Columbia Asia Extended Care Hospital	iPerintis Sdn Bhd	Naza Coverage Sdn Bhd	Taylor's Lakeside Campus
CSC Malaysia	Island Hospital Sdn Bhd	NS Bluescope (Malaysia) Sdn Bhd	Taylor's University
Daikin Refrigeration Malaysian Sdn Bhd	JAS Worldwide (M) Sdn Bhd	Palm-Oleo Sdn Bhd	The Royal Bank
DDSB (M) Sdn Bhd	Jeunesse Global Sdn Bhd	Paramit Malaysia Sdn Bhd	TIME dotCom Berhad
Deleum Services Sdn Bhd	Johnson Controls (M) Sdn Bhd	Perfect Pentagon Sdn Bhd	Tenaga Nasional Berhad (TNB)
Dept Of Industrial Development & Research	Kementerian Pembangunan Wanita, Keluarga dan Masyarakat	Pernecc Integrated Network Systems	Traders Hotel Kuala Lumpur
Dewan Filharmonik PETRONAS	Kenanga Investment Bank Berhad	Perusahaan Otomobil Nasional (PROTON)	Tyco Fire, Security, Services (M)
Dhiragu	KPJ Puteri Specialist Hospital	Petrotechnical Inspection (M) Sdn Bhd	VADS Berhad

Participants' Feedbacks

"This was an amazing course which gave me many exposure and experience understanding what the topic was all about. I believe this would help me with my daily job as I am highly exposed to customer service segment especially in dealing difficult customers. I must state here that the facilitator had done a fantastic job. Well done. Looking forward for future programs" - **Pegawai Khidmat Pelanggan, KWSP**

"The 2 days training is really interesting and fun. The message given by trainer is clear and helpful" - **Customer Service, Siemens (M) Sdn Bhd**

"Keep up the good job. Still as effective & enjoyable as 6 years back during my first training in ATCEN!" – **Marketing Executive, Island Hospital**

"Very likeable trainer and always instil participation from the audience. He also has a great sense of humor and that is very important in keeping everyone awake, very cheerful guy and more as a friend than a trainer." - **Program Manager, Paramit Malaysia Sdn Bhd**

"Wonderful, energetic and fun training, full of information. Facilitator is awesome and interactive. Will definitely inform others." – **Manager, Project & Service Delivery, Pernecc Integrated Network Systems Sdn Bhd**

"Gained a lots of new tips when handling with customer, tips on body language or verbal, will more confident to handle difficult customer and non organized & structured on answering customer needs by using ADR methods." – **Asst Manager, Project & Service Delivery, Pernecc Integrated Network Systems Sdn Bhd**

19th
SESSION
SINCE 2010!

93%
Score on Trainer's
Feedback – Last
Session
(March 2017)

226
Numbers of
participants that have
joined this course
(public workshop)
since 2010

To Register or For More
Information

**Kindly call 03-7728 2623 or
email to info@atcen.com
www.atcen.com**