

MANAGING DIFFICULT CUSTOMERS & COMPLAINTS WORKSHOP

Date : 11th – 12th October 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

Jayanth Kumar (Jay)

Jay advocates that an "unexamined life, is a life not worth living" – Socrates. Hailing from a state famous for its food, Jay picked up Hokkien while growing up, apart from other languages he speaks. He is a sought after consultant and trainer in Customer Experience and Organizational Culture Development. Jay has an innate drive to coach and develop people to achieve their highest potential. Hence, he has consulted and trained various industry players throughout Malaysia and Singapore in performance management, customer advocacy management, customer quality management, managerial and leadership skills, customer service skills, communication skills and various soft skill programs.

Jay has a Diploma in Computer Studies and Business from the National Center of Computers (NCC) from the United Kingdom and attained a BSc in Psychology and Communication from Upper Iowa University in the United States. He was a leader in many fraternities and organizations while working with the university as well. He is a certified professional trainer under ARTDO International and is currently pursuing his Masters in Organizational Psychology. Jay has 16 years of work experience in different respective fields. He started his career in the service industry, managing reputable restaurants in Penang. He was in hotel management when he first came to KL, and later joined a contact centre of a multinational company that provides IT solutions. With both service industry experiences he is able to relate to current people development issues and challenges faced by the many organizations. In addition to that, Jay also has a few years of experience in advertising, public relations and as a Training Manager for a facilities management company.

Within the years of experience, he has successfully executed different ad-hoc projects, such as developing high service standards for service industries, quality process improvements, human resource management, recruitment management, talent development, mystery shopping, producing and conducting major corporate events and team-buildings for reputable companies, making him versatile, adaptable and experienced in delivering quality training for his clients. Jay has helped trained specialized industries, reputable multi-national, government-linked and local companies such as F-Secure Corporation, IBM, Celcom Axiata, Telekom Malaysia, VADS, ASTRO, DHL, Kraiburg TPE, A&H Meyer, DRB-HICOM, Penang Skills and Development Centre (PSDC), SP Setia, Tropicana Corporation, CITY Facilities Management, SPR Energy (Sabah), Big Dutchman, Jotun Malaysia, GBA Corporation, SNE Marketing, IPG Mediabrand, AXA Assistance IPA (Singapore), Tenaga Nasional Berhad, Institut Jantung Negara, Ministry of Health Malaysia, Syarikat Suruhanjaya Malaysia, Malaysia Airports Holdings Berhad, B Braun, Watson's Malaysia, Johnson & Johnson, Stemlife Malaysia, Danone Dumex, Seri Pacific Hotel, PNB Darby Park Suites, Meliã Kuala Lumpur Hotel, Eastern & Oriental Hotel, Lone Pine Hotel, MiCasa All Suite Hotel, MyClear, SWIFT, Standard Chartered Bank, Hong Leong Bank, Am Bank, United Overseas Bank, Bank Rakyat, SME Bank, Merchantrade and lots more.

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Program Facilitator

Ken Ng

“Sifu” of Customer Experience



Ken serves as Principal Consultant for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professionals Association of America, Certified Trainer from Western Kentucky University, USA and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the “Sifu” to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational service, sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, sales, marketing, contact centers and the customer experience in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in the individual and operations categories since 2005.

His expertise has led to consulting and performance enhancement engagements regionally with Multi-national Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of Contact Centre service, sales, marketing and customer interaction Strategic Sales and Service Blueprint design, Turnkey Contact Centre projects, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and Contact Center Management.

Ken first became involved with contact centres and customer interaction in the mid-80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in service, sales, marketing and collections for major service and sales operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Contact Centre and Marketing Consultant for Microsoft Malaysia to Sales and Marketing Strategist for the Kirby Company, USA and many more.

Companies that have attended programs with Ken

- Alcatel Lucent (M)
- Bank Islam
- Bank Kerjasama Rakyat
- Bank Muamalat
- Canon Marketing
- DHL Express (M)
- E-Genting
- EON Bank
- Etika Insurance & Takaful
- ING Insurance
- Institut KWSP, interTouch (M)
- iPerintis
- IT-365
- Jebsen & Jessen Communication Solutions
- Johnson Controls (M)
- Kompakar eRetail
- Malaysian Assurance Alliance
- Maybank
- OCBC Bank, Professional Advantage
- Prudential BSN Takaful
- REDtone Telecommunications
- Royal Selangor
- Sapura Research
- Shell Information Technology International
- Takaful Ikhlas
- Tokio Marine Insurans

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

"Good and met my working environments requirements." – **Customer Relations Coordinator, ADT Services (M) 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**

20th
SESSION
SINCE 2010!

90%
Score on Trainer's
Feedback – Last
Session
(July 2017)

235
Numbers of
participants that have
joined this course
(public workshop)
since 2010

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Registration Form

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media? Yes No

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media? Yes No

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media? Yes No

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Invoice Attention To / : _____

Finance E-Mail Address _____

Company Stamp Chop:

Workshop Investment – RM1,699 per participant

(NOT Inclusive of 6% GST)

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Price is inclusive of all materials, lunches and tea-breaks.

****This training is PSMB claimable (SBL-Khas Scheme)**
subject to PSMB approval

**SBL-Khas approval / claim is under ATCEN Sdn Bhd
(638211-U)**

To register, complete this form:

1. Email form back to sender's email address/
info@atcen.com
2. Fax this form to +603-7728 2620

Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:
D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.

By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**
Bank : Public Bank Berhad
Acc No : 3130460034

By Credit Card:

We take VISA and MasterCard only.
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

For further information,
kindly email your enquiry
to info@atcen.com

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

For Office Use Only

Corporate Sales Consultant: _____

Invoice Number: _____

Invoice Date: _____