

CREATING THE WOW SERVICE EXPERIENCE WORKSHOP

Date : 7th – 8th February 2018

Venue : Vistana Hotel, Kuala Lumpur

Workshop Description

This continuous ability to create WOW experiences for your customers is what keeps them coming back to you continuously. These are the key factors that builds relationships, value and organization success.

The modules in this workshop will introduce to participants highly effective interactive customer service skills for face to face encounters and communication over the telephone.

Workshop Learning Objectives

- Appreciate the importance of WOW for the Customer.
- Improve our communication effectiveness with customers.
- Develop the WOW impression and communication skills.
- Improve speaking skills over the telephone.
- Create the WOW whenever we meet customers.
- Set the Customer Expectation for WOW.
- Learn how to manage difficult customers.

Who Should Attend?

- Customer Service Representatives
- Contact Center Professionals
- Customer Relationship Consultants
- Anyone dealing with customers, whether directly or indirectly

Workshop Chronology

| | |
|-------------|-----------------------|
| 0830 | Registration |
| 0900 | Workshop Begin |
| 1030 – 1045 | Morning Refreshment |
| 1300 – 1400 | Lunch |
| 1530 – 1545 | Afternoon Refreshment |
| 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

Creating the WOW Service Experience Workshop

7th – 8th February 2018, Vistana Hotel, Kuala Lumpur

Module Outline

Module 1: Customers and WOW Experience

- Giving Just Service is Inadequate
- What is Your Organization WOW Experience
- Delivering the Branded WOW Customer
- Experience that Captures Customers Emotions

Module 2: Customer Communication and Becoming A WOW

- The Customer Interaction Cycle
- Ways to Create a Positive First and Lasting Impression for WOW to Happen.
- The Communication Process and How to Make it a WOW

Module 3: WOW Telephone Etiquette

- The Opening and Closing of a Telephone Call
- Placing Customer on Hold and Transferring their Calls
- The Call Closing & After Call Activity
- Understanding Customers Challenge & Needs
- Develop Positive Responses and Avoid Negative Responses

Module 4: WOW Service Face to Face

- The Facial Expressions, Body Posture and the Hand Gestures
- Using Your Eyes, Space and Smile to Communicate
- Setting the Customer Expectations for WOW
- It is Action or In-action

Module 5: Managing Difficult Customers

- The 6 Different Types of Difficult Customers
- Dealing with Difficult Customers: The LEARN Approach
- The Strategies to Manage Any Type of Difficult Customers

Module 6: Building A WOW Customer Centric Culture

- My KASH Development Areas
- Combining Everything for the WOW Experience and Starting WOW Immediately
- Personal Action Plan: Developing a Personal Service Commitment

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 Mediabrands, 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.

Creating the WOW Service Experience Workshop

7th – 8th February 2018, Vistana Hotel, Kuala Lumpur

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

Creating the WOW Service Experience Workshop

7th – 8th February 2018, Vistana Hotel, Kuala Lumpur

Companies that have attended “Creating the WOW Service Experience Workshop” since 2012

| | | |
|---|--|---------------------------------------|
| Airfoil Services Sdn Bhd | Golden Screen Cinema Sdn Bhd | PORTMAN College |
| Alam Flora Sdn Bhd | Harper Wira Sdn Bhd | Prometric Technology Sdn Bhd |
| Ampang Puteri Specialist Hospital Sdn Bhd | ING Insurance Berhad | Prudential Assurance Malaysia Bhd |
| Bangkok Bank Berhad | International Enterprise Singapore | Rapture Creations |
| Bank Islam Malaysia Berhad | Kenanga Investment Bank Berhad | Rotork (Malaysia) Sdn Bhd |
| Bank Muamalat Malaysia Berhad | Kong Long Huat Chemicals Sdn Bhd | Sapurakencana Petroleum Berhad |
| Bank Rakyat | Kuala Terengganu Specialist Hospital | SAS Institute Sdn Bhd |
| BD Agriculture (M) Sdn Bhd | Kumpulan Wang Simpanan Pekerja (KWSP) | Soka Gakkai Malaysia (SGM) |
| Berjaya Sompo Insurance Berhad | Lafarge Cement Sdn Bhd | Taylor's University Sdn Bhd |
| BMW Credit (M) Sdn Bhd | Malakoff Utilities Sdn. Bhd. | Telekom Malaysia Berhad |
| Boustead Petroleum Marketing | Mary Kay (M) Sdn Bhd | Turboservices Sdn Bhd |
| Brother International (M) Sdn Bhd | Mesiniaga Services Sdn Bhd | WATSON Personal Care Stories Sdn Bhd |
| Celcom Axiata Berhad | Mitsui O.S.K Lines (Malaysia) Sdn Bhd | Wilhelmsen Freight & Logistic Sdn Bhd |
| Chery Automobile (M) Sdn Bhd | Monavie Malaysia Sdn Bhd | Wincor-Nixdorf (M) Sdn Bhd |
| Dialog Axiata PLC | Naza Kia Malaysia Sdn Bhd | Worldwellness Network SB |
| Diamond Key International | Parker Hannifin Industrial (M) Sdn Bhd | Worldwide Holdings Berhad |
| Digicert Sdn. Bhd. | Pascorp Paper Industries Bhd | |
| Fibertex Personal Care Sdn Bhd | Perbadanan Nasional Berhad (PNB) | |
| Global Indian Education Sdn Bhd | PHHP Marketing (M) Sdn Bhd | |

Participants' Feedbacks

“I will ask my friends to attend as well since it is really good and useful.”

- Executive Customer Support , Digicert Sdn. Bhd.

“Facilitator was very responsive and professional in conducting the workshop”

- Customer Service Executive , BMW Credit (M) Sdn Bhd

“Good and interesting course. Very interactive”

- Executive, Perbadanan Nasional Berhad

“Well prepared. Before training, complete information provided on location, workshop guidelines. During training, materials (presentation, notes, Food and Beverages). After training, Question & Answer session”

-Call Center Team Leader, Brother International (M) Sdn Bhd

“Good interactive activities where we can practice the knowledge learnt.”

-Customer Care Executive, PHHP Marketing Sdn Bhd

13th
SESSION
SINCE 2012!

82%
Score on Trainer's
Feedback – Last
Session
(June 2017)

113
Numbers of
participants that have
joined this course
(public workshop)
since 2012

To Register or For More
Information

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