



# MANAGING DIFFICULT CUSTOMERS & COMPLAINTS WORKSHOP

**ATCEN** SM

Free access to ATCEN e-learning solution on *Handling a Difficult Customer* (T&C applies)

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**Date : 2nd – 3rd April 2018**  
**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:**

**ATCEN** SM

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

# Managing Difficult Customers & Complaints Workshop

2nd – 3rd April 2018, Vistana Hotel, Kuala Lumpur

## 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, leadership Management, Communication and Organizational Culture Development programs. Jay has innate drives to coach and develop human capital globally to achieve their highest potential through competency based training and behavioral development. Hence, he has consulted and trained various industry players throughout Malaysia and Singapore in quality performance management, customer advocacy management, customer quality management, managerial and leadership skills, customer service skills, communication skills and various soft-skill programs.

Jay is qualified with a Diploma in Computer Studies and Business from the National Center of Computers (NCC) from the United Kingdom and attained a Bachelor of Science in Psychology and Communication from Upper Iowa University in the United States. He was a leader in various 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 18 years of work experience in various industries throughout Malaysia, he strongly believes that developing human capital in the area of service is the key fundamental aspect of any successful business and that service itself needs to grow towards the higher expectations and consumer experience in current competitive industries. He started out 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 for 8 years that provides IT solutions for corporate and consumer customers globally. Jay has develop various competency framework management and training development program in customer service, customer experience and performance leadership management in which Jay has his niche in. Having experience being in operations, management and consultation, 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 sales and marketing, advertising, public relations consultation and as a Training Manager for a facilities management company.

Within his 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 framework, 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 in-house specialized industries, reputable multi-national, government-linked and local companies such as F-Secure Corporation, IBM, HILTI Asia, Hewlett-Packard, Celcom Axiata, Telekom Malaysia, POS Malaysia, DXC Technology, VADS, Singtel, OPTUS (Australia), 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 Mediabands, AXA Assistance IPA (Singapore), Tenaga Nasional Berhad, Jabatan Bekalan Air Malaysia, Institut Jantung Negara, Ministry of Health Malaysia, Novotech Clinical Research, Syarikat Suruhanjaya Malaysia, Khazanah Nasional, Malaysia Airports Holdings Berhad, B Braun, Watson's Malaysia, Tesco Malaysia, Johnson & Johnson, Mydin Stores, 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, AKPK, Standard Chartered Bank, Hong Leong Bank, Am Bank, United Overseas Bank, Bank Rakyat, Bank Islam, SME Bank, Kenanga Investment Bank, Merchantrade and lots more.

Jay's conviction in training is when skills and knowledge that are planted and cultivated with new learning experiences can never return to old measured expectations.

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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
- Etiqa Insurance & Takaful
- ING Insurance
- Institut KWSP, interTouch (M)
- iPerintis
- IT-365
- Jebson & 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

# Managing Difficult Customers & Complaints Workshop

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

ASTRO

ADT Services (M) Sdn Bhd

Aexio Software Sdn Bhd

Affin Hwang Asset Management Berhad

AIG Shared Services (M) Sdn Bhd

Airfoil Service Sdn Bhd

Agensi Kaunseling dan Pengurusan Kredit (AKPK)

Akzo Nobel Paints (Malaysia) Sdn. Bhd.

Amanah Saham Sarawak

Asiankom Communication (M) Sdn Bhd

Asia-Pacific Information Services Sdn Bhd

Bank Negara Malaysia

Bank Rakyat Berhad

Bank Simpanan Nasional (BSN)

Becker Industrial Coatings (M) Sdn Bhd

Biro Pengaduan Awam, JPM

Blue Scope Steel

BMW Credit (Malaysia) Sdn. Bhd.

Boss Solution Sdn Bhd

Boustead Petroleum Marketing Sdn Bhd

British American Tobacco (M) Berhad

Colourcoil Industries Sdn Bhd

Columbia Asia Extended Care Hospital

CSC Malaysia

Daikin Refrigeration Malaysian Sdn Bhd

DDSB (M) Sdn Bhd

Deleum Services Sdn Bhd

Dept Of Industrial Development & Research

Dewan Filharmonik PETRONAS

Dhiragu

Digicert

Dutch Lady

EC Council Academy Sdn Bhd

Endress+Hauser (M) Sdn Bhd

Esterol Sdn Bhd

Ferco Seating Systems

FlyFirefly Sdn Bhd

GCH Retails (M) Sdn Bhd

Genting Malaysia Berhad

Global Indian Education Sdn Bhd

Great Eastern Life Assurance (M)

GSC Sdn Bhd

Guper Integrated Logistics Sdn Bhd

Harper Wira Air Freight Sdn Bhd

Hercules Sdn Bhd

Huber Suhner (M) Sdn Bhd

Institut Jantung Negara (IJN)

Institut Latihan Dewan Bandaraya

Kuala Lumpur (DBKL)

Intelligence Netcare Sdn Bhd

Inter movers (Malaysia) Sdn Bhd

International Medical University (IMU)

iPerintis Sdn Bhd

Island Hospital Sdn Bhd

JAS Worldwide (M) Sdn Bhd

Jeunesse Global Sdn Bhd

Johnson Controls (M) Sdn Bhd

Kementerian Pembangunan

Wanita, Keluarga dan Masyarakat

Kenanga Investment Bank Berhad

KPJ Puteri Specialist Hospital

KPJ Healthcare Berhad

Kuching Water Board

Kumpulan Wang Simpanan Pekerja (KWSP)

KYB - UMW Malaysia Sdn Bhd

L'oreal Malaysia Sdn Bhd

Labplas Sdn Bhd

LF Asia

Loyal Paragon Sdn Bhd

Malakoff Utilities Sdn. Bhd.

Malay-Sino Chemical Industries

Mandarin Oriental Hotel Kuala Lumpur

Materialise Sdn Bhd

MATRADE

Mayplas Packaging Sdn Bhd

MCIS Zurich Insurance

MCT Asia (Penang) Sdn Bhd

MEASAT Satellite Systems Sdn Bhd

Melinau Shipping Sdn Bhd

MIMOS Berhad

MISB Resources Sdn Bhd

MyNIC Berhad

Naza Coverage Sdn Bhd

NS Bluescope (Malaysia) Sdn Bhd

Palm-Oleo Sdn Bhd

Paramit Malaysia Sdn Bhd

Pembangunan Sumber Manusia

Berhad (PSMB)

Perfect Pentagon Sdn Bhd

Per nec Integrated Network Systems

Perusahaan Otomobil Nasional

(PROTON)

Petrotechnical Inspection (M) Sdn Bhd

PGEO Edible Sdn Bhd

PHHP Marketing (M) Sdn Bhd

PKNS

Pong Codan Rubber (M) Sdn Bhd

PORTMAN College

Prudential Assurance Malaysia Bhd

Reinhausen Asia Pacific Sdn Bhd

Robert Bosch Sdn Bhd

Ricoh (Malaysia) Sdn Bhd

Rotork (Malaysia) Sdn Bhd

Sabah Air Aviation Sdn Bhd

SapuraKencana Petroleum Berhad

Securities Industry Development

Corporation

Siemens (M) Sdn Bhd

Sirim Training Services Sdn Bhd

SME Bank

Sunchirin Industries (M) Sdn Bhd

SWM Environment Sdn Bhd

Syarikat Bekalan Air Selangor Sdn Bhd

(SYABAS)

Syarikat Lori Hup Soon Sdn Bhd

Taylor's Lakeside Campus

Taylor's University

The Royal Bank

TIME dotCom Berhad

Tenaga Nasional Berhad (TNB)

Traders Hotel Kuala Lumpur

Tyco Fire, Security, Services (M)

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, Pernec 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, Pernec Integrated Network Systems Sdn Bhd*

**21st**  
**SESSION**  
**SINCE 2010!**

**97%**  
**Score on Trainer's**  
**Feedback – Last**  
**Session**  
**(November 2017)**

**241**  
**Numbers of**  
**participants that have**  
**joined this course**  
**(public workshop)**  
**since 2010**



**ATCEN**<sup>SM</sup>

To Register or For More  
Information

Kindly call **03-7728 2623** or  
email to **[info@atcen.com](mailto:info@atcen.com)**  
**[www.atcen.com](http://www.atcen.com)**