



CREATING THE WOW SERVICE EXPERIENCE

ATCEN SM

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Date : 27th – 28th June 2018

Venue : ATCEN Learning Centre, Damansara Perdana

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:

ATCEN SM

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

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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

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Program Facilitator

Loshini Priyaa A/P Rajangeran

Loshini acquired her Bachelors of English language in Linguistics and Literature with a minor in Mass Communication from Universiti Tunku Abdul Rahman. Prior to her undergraduate studies, Loshini has completed her college education with a Diploma in Pharmacy at Masterskill Global College.

She has worked in various fields before embarking on the pathway of training and development. She has served in fields like food and beverages, involved in marketing activities, product merchandising, sales and last but not least, recent engagement in customer service field for a Singapore-based market.

Over the years, Loshini has actively participated and organised events that have carved the pathway for her to gain insights into the needs of having the best communication and negotiations skills to accomplish tasks. She has participated in debate, drama and elocution competitions from school to inter - clubs and inter - varsity levels to national levels. She also holds a 1st-degree black belt in Tae Kwon Do and has organised championships for district levels.

During her time in University, she has participated in training camps to teach and enhance students' language skills particularly in English. She has organised debate workshops for secondary students to improve their argumentative skills. She has been the secretary for English language society throughout her college and university time, thus has great passion and love for English as a language.

Some of the companies that Loshini has worked over the years are McDonald's, Sai Baba Mercy Home, Taman Desa Medical Centre, Hosp. Bahagia Ulu Kinta, Maxcare Telecommunication Sdn. Bhd., Health Point Pharmacy, Penang Adventist Hospital, Pelangi Publishing Group and Aegis BPO Sdn. Bhd.

Program Facilitator

Lai Jun Leong (JL Lai)

Certified Trainer (HRDF)

Lai Jun Lai (JL) has been involved in people development field for more than five years transforming every youth that he crosses path with, into young leaders. JL is also a certified trainer by Human Resource Development Fund (HRDF).

JL started off early in secondary school conducting and facilitating several teambuilding programs. Furthering his passion at tertiary level, JL was the president of Millionaire Business School for the year 2013, 2014 and 2016. The Business school specializes in providing Finance and Business education services and organizing Business events. JL was involved in sales while simultaneously trained, guided and coached his team members for four years in the organization.

Throughout his term as the president, JL organized 'Business Festival' for three consecutive years since 2014 till 2016 and 'GET RICH through Business Investment' program for 2015 and 2016. JL worked on conferences such as "Human Capital Development Conference 2017" and "Asia Human Capital Development Conference 2018" and projects for clients from Multinational Corporation and Small and Medium Business enterprises even before graduating from college.

In the corporate world, JL was involved heavily in Business Development field and managed large scaled projects with Telekom Malaysia, Hong Leong Bank, and SP Setia for customer experience and leadership programs. He worked with Maxis on "Sales and Leadership Development" programs for their small & medium business division and a lot more. He is also one of the leading Mandarin/ Cantonese speaking trainers.

Some of the companies that JL has worked with include AmBank, AON Insurance Brokers (M) Sdn Bhd, BD Agriculture Sdn Bhd, Bemis Asia Pacific Sdn. Bhd., Bonuslink, Danone, DHL Express Bhd, Dumex, Felda D'Saji Sdn. Bhd., Grand Flo Berhad, Hilti Asia IT Services Sdn. Bhd, Hong Leong Bank Berhad, Hua Yang Berhad, IOI Corporation Berhad, Johnson Controls (M) Sdn. Bhd., Kenanga Investment Bank Berhad, LB Aluminium Bhd., Maxis Berhad Millionaire Business School, Mitsui Sumitomo Insurance Group, PORTMAN College, SP Setia Berhad, SWIFT, Telekom Malaysia, Time software and UOA Development Berhad.

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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 Sompoo 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**