



# MANAGING DIFFICULT CUSTOMERS & COMPLAINTS

**ATCEN** SM

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**Date : 15<sup>th</sup> – 16<sup>th</sup> August 2018**  
**Venue : ATCEN Learning Centre, Damansara Perdana**

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 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

15<sup>th</sup> – 16<sup>th</sup> August 2018, ATCEN Learning Centre, Damansara Perdana

## 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

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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 “Managing Difficult Customers & Complaints” 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

PHPP 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, Per nec 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, Per nec 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**

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)**