



# MANAGING CHALLENGING CUSTOMERS & COMPLAINTS

**ATCEN**

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**Date : 13<sup>th</sup> – 14<sup>th</sup> May 2020**

**Venue : AC Hotel Kuala Lumpur Titiwangsa**

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 challenging customers be managed well.

The Managing Challenging Customers and Complaints looks into outcomes where a customer is irate and has become challenging. 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 challenging 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 challenging 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 Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

*Chronology applies for Day 1 and Day 2.*

**Facilitated & Marketed by:**

**ATCEN**

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

# Managing Challenging Customers & Complaints

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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 Challenging Customer Encounters**

- The 4 Customer Knowledge Levels
- Know Yourself and Your Customers Profile Through DISC
- The Ground Rules for Handling Challenging Customers

### **Module 4: Managing Challenging Customers**

- Understanding What Causes Conflict and the Stages of
- Conflict
- Dealing with Challenging Customers – The ADR Approach
- Vital Tips for Dealing with Angry and Emotional Customers

### **Module 5: Competencies For Managing Challenging 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 Challenging Customers - Repelling Negative Thoughts
- Developing the 5 Confidence Building Exercises

# Managing Challenging Customers & Complaints

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## Program Facilitator

### Dave Yeo



Dave serves as a Training Consultant for The ATCEN Group. He is a certified Course Leader and Trainer for UP Your Service! – Achieving Superior Service by Ron Kaufman. Rooted and emerging from the service industry, Dave is passionate about delivering value and obsessively determined to transform individuals, teams and organizations to serve with the highest standard of high-performance culture. He has trained and transformed hundreds of customer service agents and support staffs in excelling in individual performance and delivering amazing customer experiences, many of whom has received numerous compliments, awards and recognitions within the organization.

After having graduated as a Physiotherapist and a certified Pilates practitioner, Dave chose to kick start his career by serving as a full-time teacher for a religious institution and being a youth leader where he discovered his passion for working with people to be the best they can be. Leading small groups and supporting the institution in its reach to the masses and engaging with groups, he successfully supported their growths as individuals and groups.

Discovering his interest in the service industry, he ventured into the contact centre environment as a customer care officer and was soon recognized for his potential and was promoted to the role of soft-skills trainer. Over the span of 6 years of supporting customers and Learning & Development experience in a foreign Telecommunications provider, he has conducted more than 300 sessions, developing hundreds of individuals in the areas of Customer Service and Care Fundamentals, Telephone Etiquette, Call Management, Upselling and Cross-selling, Effective Communication, Stress Management, Emotional Management, Emotional Intelligence, Influencing Negotiation, Analytical Thinking and Problem Solving, Assertiveness and Saying NO, Managing Challenging Customers, Call Back Failures, Zero Complaint Management and many more.

Another area of Dave's wide range of abilities is his success in developing and implementing digital learning experiences. He was a leader in digital learning transformation, having a unique way of developing fun, exhilarating and interactive e-learning contents and videos. Being immensely passionate in training, equipping and developing people, Dave has been recognized and awarded as the Best Contact Centre Trainer in Malaysia (2018) by the Contact Centre Association of Malaysia (CCAM).

Dave's dynamism, charisma and expertise are evidently projected through his training delivery, he's changed lives, increased productivity and the results produced through tremendous improvements in employee engagement scores within the organization. Having devoted himself to helping people discover & pursue their passion, Dave embodies the maxim:

*"Discover your passion and push forward to pursue it. Your passion will keep your fire alive!"*

# Managing Challenging Customers & Complaints

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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

Intermovers (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

Pernecc Integrated Network Systems

Perodua Sales Sdn Bhd

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

Times Software Sdn Bhd

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 challenging 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 challenging customer and non organized & structured on answering customer needs by using ADR methods."* – **Asst Manager, Project & Service Delivery, Pernecc Integrated Network Systems Sdn Bhd**

**24th**  
**SESSION**  
**SINCE 2010!**

**87%**  
**Score on Trainer's**  
**Feedback – Last**  
**Session**  
**(July 2018)**

**267**  
**Numbers of**  
**participants that have**  
**joined this course**  
**(public workshop)**  
**since 2010**

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## Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

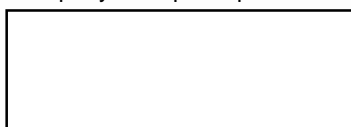
Authorized Signature: \_\_\_\_\_ Invoice Attention To / : \_\_\_\_\_

Has ATCEN Sdn. Bhd registered as your vendor?

Yes  No

Finance E-Mail Address \_\_\_\_\_

Company Stamp Chop: \_\_\_\_\_



This training is PSMB/HRDF claimable (SBL-Khas scheme) subject to PSMB/HRDF approval

## 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.

## Workshop Investment :

**3 participants – RM3,000 nett**  
(Saved RM1,440)

**2 participants – RM2,200 nett**  
(Saved RM760)

**1 participant – RM1,480 nett**  
(Inclusive of 6% SST)

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

## 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

## By 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 Office Use Only

Corporate Sales Consultant: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Invoice Date: \_\_\_\_\_