

PUBLIC WORKSHOP FROM CHALLENGING CUSTOMERS TO WOW CUSTOMER EXPERIENCE

Duration: 2 Days

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Workshop Description

In today's competitive business environment, managing challenging customers and delivering exceptional customer experiences are critical to building long-term customer loyalty. This 2-day workshop equips participants with the skills to handle challenging customer interactions while transforming these situations into opportunities to deliver exceptional customer experiences.

Participants will learn how to manage irate and dissatisfied customers, rebuild confidence after difficult encounters, and implement service recovery strategies. They will also develop professional communication skills, build rapport, and align customer interactions with the organization's branded experience to create WOW moments that enhance customer loyalty and satisfaction.

By the end of the program, participants will be equipped with the tools and techniques to turn challenging customer situations into opportunities for delight, ensuring a seamless and positive customer journey.



Workshop Learning Objectives

- Understand the importance of managing difficult customers and exceeding customer delight.
- Develop key customer service communication skills to handle challenging situations.
- Learn specific methods to manage difficult customers and implement service recovery.
- Understand the importance of delivering a WOW Customer Experience (CX).
- Develop tools to create sustainable customer relationships and loyalty.
- Build a customer-centric culture and align it with the organization's branded experience.

Workshop Learning Outcomes

- Identify different customer personalities and manage them effectively.
- Apply specific methods to manage difficult customers efficiently.
- Stay resilient and motivated after challenging encounters.
- Develop effective communication skills for telephony and face-to-face interactions.
- Create WOW moments that enhance customer loyalty and satisfaction. .

Who Should Attend

- Contact Centre Manager, Team Leader, Coach, Evaluator, Professionals
- Front Line Service Professionals

TRAINING METHODOLOGY

The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:

- Pre learning
- Post learning
- Group activities
- Exercises
- Discussions
- Presentations
- Lots of reflection and sharing

Workshop Outline / Agenda

Day 1 – Managing Challenging Customers

9:00 AM - 10:30 AM

Module 1: The Perception of Service in the Experiential Economy

- The Evolution of Service Delivery Levels.
- Identifying and Understanding the 6 Levels of Service Quality.
- Understanding Service Expectations of Customers.

Activity: How can you apply the 6 Levels of Service within your organization?

10:45 AM - 1:00 PM

Module 2: The Emergence of Dissatisfaction in Customers

- Understanding the Customer Dissatisfaction Process.
- Recognizing the Triggers of Customer Dissatisfaction.

Activity: Mapping your customer experience journey cycle.

2:00 PM - 3:30 PM

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

Activity: DiSC Self-Assessment / Self & Customer Profiling

3:45 PM - 5:00 PM

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

Activity: Applying the HEAT approach & ADR responses

Day 2 – Creating WOW Customer Experience

9:00 AM - 10:30 AM

Module 5: Customers & the WOW Experience

- 4 WOW Values for Impactful Customer Experiences
- What Is the Organization Brand Experience - People, Processes & Environment.

Activity: Applying the 4 WOW Values within your organization.

10:45 AM - 1:00 PM

Module 6: WOW Customer Engagement

- The Importance of First Impression.
- Rapport Building with the L.A.C.E Model.

Activity: Sample Calls and Role-play for Rapport Building.

2:00 PM - 3:30 PM

Module 7: WOW Telephone Etiquette and Face-to-Face Service

- The Inbound Call Structure.
- Proper Body Language and Understanding Personal Space.

Role-play Activity: Body Language and Inbound Call Scripts.

3:45 PM - 5:00 PM

Module 8: Building a WOW Customer-Centric Culture

- Mapping Customer-Centric Culture Behaviours
- My Action Plan
- What are your S.M.A.R.T. goals

Activity: Setting S.M.A.R.T. Goals for WOW Customer Experience.

Dave is a Certified Professional Trainer from Western Kentucky University, USA, and a Certified Course Leader and Trainer for UP Your Service! – Achieving Superior Service by Ron Kaufman. Rooted in and emerging from the service industry, Dave is passionate about delivering value and obsessively determined to transform individuals, teams, and organizations to excel with the highest standards of a high-performance culture. With over 10 years of experience, he has trained and transformed hundreds of customer service agents and support staff, enabling them to excel in individual performance and deliver outstanding customer experiences, many of whom have received numerous compliments, awards, and recognitions within the organization.



After graduating as a Physiotherapist and becoming a certified Pilates practitioner, Dave kick-started his career by serving as a full-time teacher for a religious institution and as a youth leader. It was during this time that he discovered his passion for helping people be the best they can be, leading small groups, and supporting the institution's outreach efforts, fostering growth in individuals and groups alike.

Discovering his interest in the service industry, he ventured into the contact center environment as a customer care officer. Recognized for his potential, he was soon promoted to the role of a soft-skills trainer. Over the course of a decade, while supporting customers and gaining Learning & Development experience in a foreign telecommunications provider, he conducted more than 300 sessions, developing hundreds of individuals in various areas, including 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.

In addition to his extensive service industry experience, Dave has ventured into various industries, including B2C and B2B sales, digital marketing, artificial intelligence, public relations, and media. He has had the privilege of collaborating with leading social media platforms and clients from around the globe, further enriching his versatile skill set.

Dave's diverse skill set also extends to digital learning experiences. He is an advocate of digital learning transformation, known for creating engaging and interactive e-learning content and videos. He has played a pivotal role in digitizing training strategies for organizations through the implementation of Learning Management Systems (LMS) and gamification, thereby enhancing the effectiveness of learning programs. His passion for training, equipping, and developing individuals earned him recognition as the Best Contact Centre Trainer in Malaysia (2018) by the Contact Centre Association of Malaysia (CCAM).

Dave's dynamism, charisma, and expertise are evident in his training delivery, which has not only transformed lives but also increased productivity and produced tremendous improvements in employee engagement scores within organizations. Having devoted himself to helping people discover and pursue their passions, Dave embodies the maxim:

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



From Challenging Customers To WOW Customer Experience



Companies that have attended “From Challenging Customers to WOW Customer Experience” and similar public workshop since 2010

ASTRO	Dutch Lady	Kumpulan Wang Persaraan (KWP)	Pharmaniaga
ADT Services (M) Sdn Bhd	EC Council Academy Sdn Bhd	Kumpulan Wang Simpanan Pekerja (KWSP)	PHHP Marketing (M) Sdn Bhd
Aexio Software Sdn Bhd	Endress+Hauser (M) Sdn Bhd	KYB - UMW Malaysia Sdn Bhd	PKNS
Affin Hwang Asset Management Berhad	Esterol Sdn Bhd	L'oreal Malaysia Sdn Bhd	Planet Telecoms
AIG Shared Services (M) Sdn Bhd	Ferco Seating Systems	Labplas Sdn Bhd	Pong Codan Rubber (M) Sdn Bhd
Airfoil Service Sdn Bhd	FlyFirefly Sdn Bhd	LF Asia	Prudential Assurance Malaysia Bhd
Agensi Kaunseling dan Pengurusan Kredit (AKPK)	GCH Retails (M) Sdn Bhd	Loyal Paragon Sdn Bhd	Reinhausen Asia Pacific Sdn Bhd
Akzo Nobel Paints (Malaysia) Sdn. Bhd.	Genting Malaysia Berhad	Malakoff Utilities Sdn. Bhd.	Robert Bosch Sdn Bhd
Amanah Saham Sarawak	Global Indian Education Sdn Bhd	Malay-Sino Chemical Industries	Ricoh (Malaysia) Sdn Bhd
Asiankom Communication (M) Sdn Bhd	Great Eastern Life Assurance (M)	Mandarin Oriental Hotel Kuala Lumpur	Rotork (Malaysia) Sdn Bhd
Asia-Pacific Information Services Sdn Bhd	GSC Sdn Bhd	Materialise Sdn Bhd	Sabah Air Aviation Sdn Bhd
Bank Islam	Guardian Health and Beauty Sdn Bhd	MATRADE	SapuraKencana Petroleum Berhad
Bank Negara Malaysia	Guper Integrated Logistics Sdn Bhd	Mayplas Packaging Sdn Bhd	Securities Industry Development Corporation
Bank Rakyat Berhad	Harper Wira Air Freight Sdn Bhd	MCIS Zurich Insurance	Siemens (M) Sdn Bhd
Bank Simpanan Nasional (BSN)	Hercules Sdn Bhd	MCT Asia (Penang) Sdn Bhd	Sirim Training Services Sdn Bhd
Becker Industrial Coatings (M) Sdn Bhd	HLV Marine Sdn Bhd	MEASAT Satellite Systems Sdn Bhd	SME Bank
Biro Pengaduan Awam, JPM	Hong Leong Yamaha Motor Sdn Bhd	Melinau Shipping Sdn Bhd	Sunchirin Industries (M) Sdn Bhd
Blue Scope Steel	Huber Suhner (M) Sdn Bhd	MIMOS Berhad	SWM Environment Sdn Bhd
BMW Credit (Malaysia) Sdn. Bhd.	Institut Jantung Negara (IJN)	MISB Resources Sdn Bhd	Syarikat Bekalan Air Selangor Sdn Bhd (SYABAS)
Boss Solution Sdn Bhd	Institut Latihan Dewan Bandaraya Kuala Lumpur (DBKL)	MyNIC Berhad	Syarikat Lori Hup Soon Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd	Intelligence Netcare Sdn Bhd	Naza Coverage Sdn Bhd	Taylor's Lakeside Campus
British American Tobacco (M) Berhad	Intermovers (Malaysia) Sdn Bhd	NS Bluescope (Malaysia) Sdn Bhd	Taylor's University
Casio Malaysia Sdn Bhd	International Medical University (IMU)	Palm-Oleo Sdn Bhd	The Alice Smith Schools Association
Cigna	iPerintis Sdn Bhd	Paramit Malaysia Sdn Bhd	The Royal Bank
Colourcoil Industries Sdn Bhd	Island Hospital Sdn Bhd	Parkway Pantai	TIME dotCom Berhad
Columbia Asia Extended Care Hospital	JAS Worldwide (M) Sdn Bhd	Pembangunan Sumber Manusia Berhad (PSMB)	Times Software Sdn Bhd
CSC Malaysia	Jeunesse Global Sdn Bhd	Perbadanan Usahawan Nasional Bhd	Tenaga Nasional Berhad (TNB)
Daikin Refrigeration Malaysian Sdn Bhd	Johnson Controls (M) Sdn Bhd	Perfect Pentagon Sdn Bhd	Traders Hotel Kuala Lumpur
DDSB (M) Sdn Bhd	Kementerian Pembangunan	Pernec Integrated Network Systems	Tyco Fire, Security, Services (M)
Deleum Services Sdn Bhd	Wanita, Keluarga dan Masyarakat	Perodua Sales Sdn Bhd	VADS Berhad
Dept Of Industrial Development & Research	Kenanga Investment Bank Berhad	Perusahaan Otomobil Nasional (PROTON)	
Dewan Filharmonik PETRONAS	KPJ Puteri Specialist Hospital	Petrotechnical Inspection (M) Sdn Bhd	
Dhiragu	KPJ Healthcare Berhad	PGEO Edible Sdn Bhd	
Digicert	Kuching Water Board		

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

34th
SESSION SINCE
2010!

99%
Score on Trainer's
Feedback – Last Session
(Oct 2024)

312
Numbers of participants that
have joined this course
(public workshop) since 2010



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OUR CLIENTS

AB Mauri	DKSH Malaysia	Luno	ResMed
ACSON Malaysia	Duopharma	Lexus	RHB Bank
AEON Credit	E.H. Utara Holdings	llaollao	RHB Insurance
Affin Holdings	Eastern Pacific Industrial Corporation	Maclean Services	RIA IME
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Edaran Otomobil Nasional	Mah Sing Group	Ricoh
Agro Bank	Edaran Tan Chong Motor	Majlis Amanah Rakyat (MARA)	Robert Bosch
AHAM Asset Management	ELK Desa	Malakoff Utilities	Royal Selangor Marketing
AIA Group	ELKEN	Malaysia Airlines	Samsung Malaysia
Air Asia	Entegris	Malaysia Airports	Sanofi-Aventis
Airfoil Services	Envo BPO	Malaysian Life Reinsurance	Sarawak Energy
Air Liquide	Eppendorf	Malaysian Rubber Council	Sarawak Information Systems (SAINS)
Air Selangor	Etiqa Insurance	Malaysian Resources Corporation	Sarawak Metro
Ajinomoto	EXACT Malaysia	Mandarin Oriental Kuala Lumpur	Schlumberger
Al-Futtaim	Exxon Mobil Corporation	Manpower Staffing Services	Seagate
Al Rajhi Bank	F&N Dairies (Malaysia)	Manulife	Securiforce Logistics
Alam Flora	Felda Group	Mary Kay	Securities Industry Development Corporation
Alliance Bank	Fibertex Personal Care	Mass Rapid Transit Corporation	SEGi College
Allianz	FireFly	Maxis	Senheng Electric (KL)
Amanah Raya	FoodPanda Malaysia	Maybank Group	Shangri-La Hotels
Amanah Saham Nasional (ASNB)	Fuji Xerox Malaysia	Mazars	Shell
AmBank	Fujitsu Telecommunications	MBSB Bank	Siemens Group
Amcorp	Gamuda	MCIS	Silverlake
AmGeneral Insurance	GCH Retail	MCMC	Sime Darby
Amway	General Electric	Measat Broadcast Network Systems	SME Bank
Apex Dental	Generali Insurance Malaysia	Media Prima	SME Corp
ASTRO	Gene Martino	Mercedes-Benz Malaysia	Sony EMCS
Atomy	Genting Malaysia	Merchantrade Asia	Sonoco Products
Auto Bavaria	Gleneagles Kuala Lumpur	Mesiniaga	SP Setia
Averis	Golden Screen Cinema	MIDA	SRG Asia Pacific
AXA Group	GRAB Malaysia	Microsoft	Standard Chartered Bank
B Braun Medical Industries	Grand-Flo	MIDF Property	Star Publication
Bacteria Free Water Filter	Grand Millennium Hotel	MIMOS	StemLife
Baker Hughes Malaysia	Great Eastern	MISC	Success Electronics
Bangkok Bank	Gucci (Malaysia)	MIT Insurance Brokers	Sudong (Singtel)
Bank Islam	GuocoLand	Mitsubishi Motors	Sumitomo Mitsui Banking Corporation
Bank Rakyat	Habib Jewels	MMC Corporation	Sunpower Malaysia Manufacturing
Bank Muamalat	Hai-O Enterprise	MNRB Holdings	Sunway Group
Bank Negara Malaysia	Halal Industry Development Corporation	Monash University	Suruhanjaya Syarikat Malaysia (SSM)
Bank of China	HAVI Logistics	Mr. D.I.Y	SWIFT Support Services Malaysia
Bank of Maldives	HealthMetrics	MSIG Insurance	Symphony BPO
Bank Simpanan Nasional	Heineken Malaysia	Mydin Mohamed Holdings	Takaful Ikhlas
BASF Petronas Chemicals	HeiTech Padu	MYOB Asia	Taylor's University
Bausch & Lomb	HELP University College	NAIM	Telecontinent
BBDO Asia	Hilti Asia IT Services	Nanyang Press	Tele-Flow
BD Agriculture	Hitachi eBworx	Naza TTDI	Telekom Malaysia
Berjaya Sampo Insurance	Honda Malaysia	NEC Corporations of Malaysia	TGV Cinemas
Bermaz Motor Trading	Honeywell	Nestle Products	The Food Purveyor
BigPay	Hong Leong Group	Nike Sales Malaysia	The Hilton Group
Blackhem	Hospital Pusrawi	Nirvana	The New Straits Times Press
BMW Group	HSBC Bank	Nistrans	TIME dotcom
Bonuslink	Hua Yang	Nokia	TMC Care
Boustead	Huawei Technologies	Northport	TNB
Bridgestone	IBM Malaysia	NS BlueScope	TNT Worldwide Express
British Council	IBPO Group	OCBC Bank	Tokio Marine Insurans
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
Bursa Malaysia	IJM Corporation	Pacific Mutual Fund	Toshiba
ByteDance (TikTok)	IKEA Malaysia	Panasonic	Touch 'n Go
Canon Marketing	Infineon Technologies	PayNet	Tourism Malaysia
Carlsberg	Inokom Corporation	PayPal	Toyota
CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
Celcom	Intel Malaysia	Penang Port	Toyota Tsusho
Cement Industries of Malaysia (CIMA)	International Medical University	Penang Skills Development Center (PSDC)	Toyo Tyre
Cerebos	International School of Kuala Lumpur (ISKL)	Perkeso	U Mobile
Chin Hin Group	INTI College	Pernec	UEM Group
Chuan Huat Resources	IOI Group Corporation	Perodua	UITM
Chubb Insurance	IPG Mediabrand	Petronas	UKM Group
CIDB	Iskandar Investment	Pfizer	UMW Group
Cigna International Health Services	Jobstreet Malaysia	Pharmaniaga	United Overseas Bank (UOB)
CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
ClubMed	Jotun Paints	Polyplastic	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
Cuckoo	Kenanga Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
Danone Dumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	ProtectHealth Corporation	Worldline
Dagang Net Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (Kwap)	Prudential	Yeo Hiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghu Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB-Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance

CAPACITY BUILDING

ATCEN provides hands-on capacity building services that assist companies in developing and optimizing their business processes. Our Capacity Building services are divided into three main categories: Organizational Strategy Enhancement, Enterprise Customer Experience and Contact & Customer Interaction Centre. By supporting you on these three categories and their intersection, we can help your company develop your organization's growth and capacity.

Amanah Raya Berhad

(Malaysia's premier trustee company wholly owned by the Government of Malaysia)
Service mindset and Delivery transformation for branches and Contact Centre.

Bank of China

Developed the service behaviours for front line staff in Malaysia and trained BOC Trainers from China on implementation.

Digi Telecommunications

(Mobile service provider in Malaysia)
Service Mindset and Transformation for Front Line and Contact Centre branding. Assist in the development of the SME Business Sales Division.

DHL Express

Process improvement and training development of Customer Interaction Centre.

Employees Provident Fund (KWSP)

(Malaysia's and one of the world's oldest provident funds)
Part of KWSP Transformation Implementation. Managed the People and Mindset Segments of the Project. Been involved since 2010 and ongoing.

interTouch

Improving the CX experience and Contact Centre process for global operations.

Maybank

(Malaysia's largest financial services group and the leading banking group in South East Asia)
Setting up of Maybank Group Contact Centre with Hewlett Packard as the Project Leader.

Bank Rakyat

Consulting, Training and Auditing their new Contact Centre setup.

CIMB

(Leading ASEAN universal bank and one of the region's foremost corporate advisors)
Front Line and Contact Centre transformation and roll out Regionally. This was delivered during CIMB group restructuring in 2006-2007.

Dell

Regional trainer for their global customer initiative

Etika

(Leading insurance and takaful business in ASEAN. It is part of the Malaysian banking group, Maybank)
Supported the re-branding of Maybank Ageas to ETIKA. Involved in Value and CX immersion of Branches and Contact Centre.

Hong Leong Bank

(Major public listed banking group in Malaysia)
Developed and Trained the Touch CX Spirit in HLB. Involved in numerous CX initiatives across several divisions and overall trained nearly 80% of their total staff-force.

Maxis

(Leading communications service provider in Malaysia)
Upskill and Develop the SME Division employees and partners. Includes digitalisation education of the various platforms as Maxis becomes a technology company. Been involved since 2016 and ongoing.

SP Setia Berhad

Developing and enhancing the CX and interaction process in HQ and Branches.

**For more info and
Registration Form,
please contact:**

**03-7728 2623 or
e-mail to:
info@atcen.com**