

Webinar

From Challenging Customers To WOW Customer Experience

Date : 5th February 2026

Venue : Zoom, Webinar

Time : 2pm – 4pm

Duration : 2 Hours

Start a conversation
with our AI Assistant 



Contact us

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Workshop Description

This **2-hour National Training Week (NTW)** webinar introduces participants to **practical strategies** for managing challenging customers and delivering **WOW customer experiences**.

Participants will learn how to **stay calm under pressure**, communicate professionally, and handle difficult customer interactions effectively. The session focuses on essential tools and real-life examples to help service professionals turn challenging situations into **positive experiences that build trust and customer loyalty**.

This webinar also serves as a **practical preview** of the full **2-day public workshop**, highlighting key mindset shifts and core techniques while showing how deeper application and practice will be covered in the complete programme.

Workshop Learning Objectives

By the end of this workshop, participants will be able to:

- Understand why customers become difficult and how service expectations influence customer behaviour.
- Apply effective communication techniques to handle challenging customer interactions professionally.
- Use practical methods and frameworks to manage difficult customers and recover service failures.
- Recognise the importance of creating WOW customer experiences in building trust and loyalty.
- Develop simple tools and behaviours to strengthen long-term customer relationships.
- Align customer interactions with the organisation's brand and customer experience standards.

Workshop Learning Outcomes

By the end of this workshop, participants will be able to:

- **Identify different types of customer behaviours** and respond to them appropriately.
- **Apply proven techniques** to manage difficult and emotional customers effectively.
- **Remain calm, confident, and professional** during challenging customer interactions.
- **Communicate clearly and empathetically** in both telephone and face-to-face situations.
- **Create WOW customer moments** that enhance customer satisfaction and loyalty.
- **Contribute to a customer-centric service culture** that reflects the organisation's brand experience.

Who Should Attend

This programme is suitable for professionals who regularly interact with customers and are responsible for delivering positive service experiences, including:

- Contact Centre Managers
- Team Leaders and Supervisors
- Customer Service Coaches and Evaluators
- Frontline Service Professionals
- Customer Experience (CX) and Service Quality Teams
- Sales and Service Professionals handling customer enquiries or complaints

Webinar Outline/Agenda

2:00pm

Welcome & Session Overview

2:05pm - 3:35pm**Managing Challenging Customers & Creating WOW Experiences****Key Topics Covered**

- Why customers become challenging and emotional
- Common triggers of customer dissatisfaction
- Understanding the stages of conflict in customer interactions
- Practical techniques to handle difficult and irate customers calmly and professionally
- What to say (and what to avoid saying) during tense customer situations
- Turning service recovery moments into opportunities to build trust and loyalty
- Simple behaviours that create WOW customer experiences
- Professional communication and rapport-building tips for phone and face-to-face interactions

Learning Approach

- Short explanations with real-life examples
- Simple frameworks and easy-to-apply tools
- Practical tips participants can use immediately at work

3:35pm - 3:50pm

Q & A

3:50pm - 4:00pm

Group Photo & End



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Certifications on Training:

- HRDCorp Accredited Trainer- HRDCorp
- Certified Associate Coach (CCA)
- Ilaollao Trainer - SEA
- Certified in WSET Level 1 & 2
- Certified Food & Beverage Manager

Academic and Professional Qualifications:

- E. Master's in Business Management (UMP)
- Advance Diploma in Business Management



Mr. Shailesh brings with him over 14 years of hands-on experience in the Hospitality and Food & Beverage industry, where he has developed deep expertise in customer experience, team development, operations, and service quality. His career spans across international hotel chains and retail F&B brands, where he has consistently driven excellence in frontline performance and guest satisfaction.

He is currently serving as a Master Trainer for a global retail brand, where he designs and delivers structured, impactful training programs across Southeast Asia. In this role, he also leads the development of regional trainers, focusing on capability building, coaching, and the consistent execution of brand standards across all markets. Mr. Shailesh holds several professional certifications that reflect his commitment to excellence in people development.

He is recognized for his clear, practical, and structured approach to training, translating real operational challenges into actionable, on-the-ground learning experiences. His works are known to be rooted in practicality, ensuring that teams not only learn—but execute—with confidence and consistency.

Mr. Shailesh's work focuses on improving customer experience by building team ownership, reinforcing critical service behaviors, and ensuring consistent delivery across all touchpoints. His approach goes beyond training, it builds a culture of excellence that drives lasting performance improvements.



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

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

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 Pelangganan, KWSP

36th

SESSION SINCE
2010!

"The 2 days training is really interesting and fun. The message given by trainer is clear and helpful"
- Customer Service, Siemens (M) Sdn Bhd

99%

Score on Trainer's
Feedback – Last Session
(June 2025)

"Keep up the good job. Still as effective & enjoyable as 6 years back during my first training in ATCEN!" – Marketing Executive, Island Hospital

325

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

"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



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