

# Webinar

## From Challenging Customers To WOW Customer Experience

Date : 5<sup>th</sup> February 2026

Venue : Zoom, Webinar

Time : 2pm – 4pm

Duration : 2 Hours

Start a conversation  
with our AI Assistant 🤖



### Contact us

info@atcen.com

+603-77282623

+6018-233 0760



## 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

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### 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

**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. Shailen 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. Shailen 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. Shailen'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                      | Petrochemical 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)    | PGEO 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                 | PHHP 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 Codan 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         | HLV Marine Sdn Bhd                                   | MCT Asia (Penang) Sdn Bhd                | Securities Industry Development Corporation    |
| Biro Pengaduan Awam, JPM                       | Hong Leong Yamaha Motor Sdn Bhd                      | MEASAT Satellite 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 Kuala Lumpur (DBKL) | MIMOS Berhad                             | Sunchirin Industries (M) Sdn Bhd               |
| Boustead Petroleum Marketing Sdn Bhd           | Intelligence Netcare Sdn Bhd                         | MISB Resources Sdn Bhd                   | SWM Environment Sdn Bhd                        |
| British American Tobacco (M) Berhad            | Intermovers (Malaysia) Sdn Bhd                       | MyNIC Berhad                             | Syarikat Bekalan Air Selangor Sdn Bhd (SYABAS) |
| Casio Malaysia Sdn Bhd                         | International Medical University (IMU)               | Naza Coverage Sdn Bhd                    | Syarikat Lori Hup Soon Sdn Bhd                 |
| Cigna  | iPerintis Sdn Bhd                                    | Ninja Van Logistics                      | Taylor's Lakeside Campus                       |
| Colourcoil Industries Sdn Bhd                  | Island Hospital Sdn Bhd                              | NS Bluescope (Malaysia) Sdn Bhd          | Taylor's University                            |
| Columbia Asia Extended Care Hospital           | IMEC Hygiene   | Okaya                                    | The Alice Smith Schools Association            |
| CSC Malaysia                                   | JAS Worldwide (M) Sdn Bhd                            | Palm-Oleo Sdn Bhd                        | The Royal Bank                                 |
| Daikin Refrigeration Malaysian Sdn Bhd         | Jeunesse Global Sdn Bhd                              | Paramit Malaysia Sdn Bhd                 | TIME dotCom Berhad                             |
| DDSB (M) Sdn Bhd                               | Johnson Controls (M) Sdn Bhd                         | Parkway Pantai                           | Times Software Sdn Bhd                         |
| Deleum Services Sdn Bhd                        | Kementerian Pembangunan                              | Pembangunan Sumber Manusia Berhad (PSMB) | Tenaga Nasional Berhad (TNB)                   |
| Dept Of Industrial Development & Research      | Wanita, Keluarga dan Masyarakat                      | Perbadanan Usahawan Nasional Bhd         | Traders Hotel Kuala Lumpur                     |
| Dewan Filharmonik PETRONAS                     | Kenanga Investment Bank Berhad                       | Perfect Pentagon Sdn Bhd                 | Tyco Fire, Security, Services (M)              |
| Dhiragu  | KPJ Puteri Specialist Hospital                       | Pernec Integrated Network Systems        | VADS Berhad                                    |
| Digicert                                       | KPJ Healthcare Berhad                                | Perodua Sales Sdn Bhd                    |  |
|  |  | Perusahaan Otomobil Nasional (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 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**

**36th**

SESSION SINCE  
2010!

**99%**

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

**325**

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



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info@atcen.com