


PUBLIC WORKSHOP

FROM CHALLENGING CUSTOMERS TO WOW CUSTOMER EXPERIENCE

Training
materials
provided in
digital format
*(in support of ESG
initiative)*

Venue : Wyndham Grand Bangsar, Kuala Lumpur

Start a conversation
with our AI Assistant 



Contact us

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+6018-233 0760



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.



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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.

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	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)	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	MCS 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 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 Wanita, Keluarga dan Masyarakat	Pembangunan Sumber Manusia Berhad (PSMB)	Tenaga Nasional Berhad (TNB)
Dept Of Industrial Development & Research	Kenanga Investment Bank Berhad	Perbadanan Usahawan Nasional Bhd	Traders Hotel Kuala Lumpur
Dewan Filharmonik PETRONAS	KPJ Puteri Specialist Hospital	Perfect Pentagon Sdn Bhd	Tyco Fire, Security, Services (M)
Dhiragu	KPJ Healthcare Berhad	Pernec Integrated Network Systems	VADS Berhad
Digicert		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

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	MCS	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 Mediabrands	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

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Step 4: Complete 70 lessons in 112 days and print the Certificate of Completion.

