



Managing Difficult Customers and Service Recovery Workshop

Date: 1st – 2nd June 2010

Organized By: **ATCEN** SM ACADEMY

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

Managing difficult customers is something that all staff that come into contact with external customers encounter. The difference in how a customer is managed could determine if the customer stays with you or become an attrition statistic. Additionally, there needs to be a service recovery mindset to prolong the customer life cycle to ensure future purchases of products and services.

The Managing Difficult Customers Workshop introduces the participants to the elements of dealing with difficult customers. The workshop consists of modules that emphasize on the need to create a branded customer experience for customers. Furthermore it shares more advance skills such as performing service recovery and techniques to deal with challenging customers. The workshop modules focus on elevating participants' understanding on their roles and contributing factors towards the success of the company.

Workshop Objectives

- Understand the importance of Managing Difficult Customers and exceeding customer delight;
- Develop fundamental key communication skills;
- Understand the importance of managing difficult customers;
- Identify the different possible customer types and how to handle them;
- Learn specific methods to handle difficult customers;
- Pick oneself up after a blistering customer encounter;
- Implement and deliver service recovery to continue/lengthen the life-cycle of the customer.

Who Should Attend?

- Front line personnel
- New hired contact center agents/ consultants
- Basic skilled/ trained agents/ consultants
- Customer service professionals



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to ATCEN Sdn Bhd in January 2008.

Managing Difficult Customer and Service Recovery Workshop

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
Exercise: Determining the 4 service Levels of Customer Interaction

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
Activities: Identify the Moment of Truth .

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
Activities: Individual DiSC assessment

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
Exercise: ADR response to actual complaints faced
Activities: Conflict re-enactment role plays

Module 5: The Customer Service Professional Competencies for Managing Difficult Customers

- Effective Communication Requirements
- Leveraging on Empowerment to Initiate the Service Recovery Process
- Building Confidence and Rapport with Customers for a Memorable Customer Experience
Activities: "Communication Challenge"

Module 6: Principles of Service Recovery

- The 4 Components to a Successful Service Recovery Program
- Fixing the Customer as Well as the Problem
- The Challenges of Service Recovery
Activity: "Service Recovery Challenge"

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

The above Chronology applicable for Day 1 and Day 2

Facilitator Profile



Darren Suresh Kumar
Training Consultant
ATCEN Sdn Bhd

Darren serves as a Training Consultant with the ATCEN Sdn Bhd—a leading regional provider of consulting, education and outsourcing services. He has a passionate belief that people are the key to success in any organization. Darren has a Diploma and an a BA in Business Management in addition to 18 years of actual work experience and 6 of that in Training & Development. In his years of being in the job market, Darren has been in the manufacturing, sales & marketing, event management, contact center, (Business Process Outsourcing) BPO and education industries.

Known for his charisma and strong personality he challenges ideas and boundaries during his time as a company trainer in the contact centers. He believes in the motto *People make the company great, technology just helps them along*. He is a dynamic, enthusiastic and energetic trainer and believes in working with the cultures of his clients and yet is able to challenge appropriately and sensitively. Additionally, Darren is able to design, develop, train, facilitate, evaluate and offer consultancy advice to support increased knowledge, skills and understanding related to all aspects of people development.

His training style looks towards challenging people's assumptions and mind-sets, dismantling any barriers to success, to give access to previously unobtainable results. Darren is also a great supporter of a positive approach to managing pressure in the workplace and key motivation is finding effective, innovative and "easy to use" solutions to add value not simply effort.

Clientele

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
Affin Bank Berhad
Aims Data Centre Sdn Bhd
Airfoil Services Sdn Bhd
Ajinamoto (M) Bhd
Alcan Packaging Malaysia
Alliance Banking Group
Allianz Life Insurance Malaysia Berhad
ALSTOM Asia Pacific Sdn Bhd
Amanah Raya Berhad
AmBank (Malaysia) Berhad
AmG Insurance Bhd
AmLife Insurance Berhad
Amway (M) Sdn Bhd
Arachem Tech Training Ctr
Autoliv Hirota SRS Sdn Bhd
Automobiles Peugeot
AXA Affin General Insurance Bhd
Axon Solutions Sdn Bhd
Bank Islam Malaysia Bhd
Bank Negara Malaysia
Bank Rakyat
Beaforce Ipsen International
Blue Scope Steel (M) Sdn Bhd
BMW Malaysia Sdn Bhd
Bousted Petroleum Marketing Sdn Bhd
Business Information Technology
Byte Craft Sdn Bhd
Canon Marketing (M) Sdn Bhd
Celcom (M) Sdn Bhd
Central Forwarding Agency Sdn Bhd
Century Total Logistics Sdn Bhd
Chemopharm Sdn Bhd
CIMB Bank Berhad
CL Computers (M) Sdn Bhd
CMCM Perniagaan Sdn Bhd
CNI Enterprise (M) Sdn Bhd
Colgate Palmolive (M) Sdn Bhd
Computer Systems Advisers (M) Berhad
Credit Guarantee Corporation (M) Bhd
CSA EPIC-I Sdn Bhd
D G Kom Sendirian Berhad
Dagang Net Technologies Sdn Bhd
Datacom South East Asia (M) Sdn Bhd
Datacraft Advanced Network Services Sdn Bhd
Dell Global Business Center Sdn Bhd
DHL Express (Malaysia) Sdn Bhd
Dialog Telekom Limited
Diethelm (M) Sdn Bhd
DIGI Telecommunications Sdn Bhd
Dumex (Malaysia) Sdn Bhd
East of Suez Holdings Sdn Bhd
ECM Libra Investment Bank Berhad
ECS Pericomp Sdn. Bhd.
Edaran Tan Chong Motor Sdn Bhd
E-Genting Sdn Bhd
Entellium Technologies Sdn Bhd
EON Bank Berhad
EPF Social Security Training Institute (ESSET)
EPIC-I Sdn Bhd
EPS Computer Systems Sdn Bhd
Ericsson Malaysia
Etiqa Insurance Bhd
Etiqa Takaful Bhd
Euritech (Malaysia) Sdn Bhd
Formis Software Dynamics Sdn Bhd
Fresenius Medical Care Malaysia Sdn Bhd
Frontline Technologies Malaysia Sdn Bhd
FSBM Mantissa (M) Sdn Bhd
Fuji Xerox Asia Pacific Pte. Ltd
Fujitsu (Malaysia) Sdn Bhd
Gagasan Carriers Sdn Bhd
Gapurna Technologies Sdn Bhd
Genting Information Knowledge Enterprise Sdn Bhd
Global Transit Communications Sdn Bhd
Group Associated (C&L) Sdn Bhd
Grundfos Pumps Sdn Bhd
Gucci (Malaysia) Sdn Bhd
Guinness Anchor Berhad
HeiTech Padu Bhd
Hewlett-Packard Sales Malaysia Sdn Bhd
Hilton Petaling Jaya
Honda Malaysia Sdn Bhd
ICI Paints (Malaysia) Sdn Bhd
IITC Global Technology Sdn Bhd
IMU Education Sdn Bhd
InfoConnect Sdn Bhd
ING Insurance Bhd
interTouch (Malaysia) Sdn Bhd
iPerintis Sdn Bhd
Islamic Banking and Finance Institute Malaysia Sdn Bhd
ISS Consulting (M) Sdn Bhd
IT-365 Malaysia Sdn Bhd
ITApps Sdn Bhd
Jabatan Pengangkutan Jalan
Jabatan Pentadbiran Latihan
Jebsen & Jessen Communication Solutions (M) Sdn Bhd
Johnson Controls (M) Sdn Bhd
Kannal Solutions Sdn Bhd
Keretapi Tanah Melayu Berhad
Khazanah Nasional Berhad
Kolej Yayasan UEM
Kualiti Alam Sdn Bhd
Kurnia Insurance (M) Bhd
Lafarge Cement Sdn Bhd
Majlis Amanah Rakyat (MARA)
Malayan Banking Berhad
Malayan Cement Industries Sdn Bhd
Malaysia National Insurance Berhad
Malaysian Assurance Alliance Berhad
Maxfame Technologies Sdn Bhd
Mayban Fortis Holdings Berhad
Mayban General Assurance
Mayban General Assurance Berhad
MBF Cards (M) Sdn Bhd
McKinnon & Clarke Sdn Bhd
MEASAT Satellite Systems Sdn Bhd
Media Prima Berhad
MEPS (1997) Sdn Bhd
Mesiniaga Bhd
Mexter MSC Sdn Bhd
Mid Valley City Sdn Bhd
MISC Berhad
Mitsui Soko (M) Sdn Bhd
MnEBay (M) Sdn Bhd
MNRB Holdings Berhad
Modipalm Engineering Sdn Bhd
MoHR
M'sian Life Reinsurance Grp Bhd
Multimedia College
N2N Connect Berhad
NCH Corp (M) Sdn Bhd
NEC Corporation of Malaysia Sdn Bhd
Netstar Advanced Systems Sdn Bhd
OCBC Bank (M) Bhd
OMD (M) Sdn Bhd
Optimal Chemicals (M) Sdn Bhd
Oracle Corp (M) Sdn Bhd
P & O Global Technologies Sdn Bhd
Panglobal Insurance Berhad
Paradigm Systems Berhad
Pembangunan Sumber Manusia Berhad
Perbadanan Bekalan Air Pulau Pinang Sdn Bhd
Pernec Corporation Berhad
Pharmaniaga Logistics Sdn Bhd
Plus Expressways Berhad
Power Innovations Sdn Bhd
Premier Lubricants (M) Sdn Bhd
Prometric BV
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Prudential Services Asia Sdn Bhd
Rangkaian Segar Sdn Bhd
REDtone Telecommunications Sdn Bhd
Rentwise Sdn Bhd
RHB Bank Berhad
Ricoh (Malaysia) Sdn Bhd
Rohas-Euco Industries Bhd
SAINS Sdn Bhd
Samsung Malaysia Electronics (M) Sdn Bhd
Sapura Research Sdn Bhd
Sarawak Information Systems Sdn Bhd
SCAN Associates Berhad
Scope International Sdn Bhd
Shangri-La Hotels Marketing Sdn Bhd
Shell IT International Sdn Bhd
Shell Malaysia Trading Sdn Bhd
Signature Manufacturing Sdn Bhd
Skynet Worldwide (M) Sdn Bhd
SNT Global Services Sdn Bhd
Sony BMG Music Entertainment
Southern Bank Berhad
Standard Chartered Bank
Star Publications
Sumiso (M) Sdn Bhd
Sun Media Corporation Sdn Bhd
Sunway Holdings Bhd
Sunway Pyramid Sdn Bhd
Suruhanjaya Syarikat Malaysia
Taylor's College Sdn Bhd
Teknicast Sdn Bhd
Teknik Janakuasa Sdn Bhd
Teledirect Telecommerce Sdn Bhd
Telekom Sales & Services Sdn Bhd
Telekom Smart School Sdn Bhd
Telshine Sdn Bhd
Tenaga Nasional Berhad
The Media Shoppe Bhd
The Nielsen Company (Malaysia) Sdn Bhd
Time dotCom Bhd
TM Asia Life (Malaysia) Berhad
Tokio Marine Insurans (M) Bhd
TT dotCom Sdn Bhd
Tyco Fire, Security & Services Sdn Bhd
UCB Pharma Asia Pacific Sdn Bhd
UEM Academy Sdn Bhd
United Overseas Bank (M) Berhad
University of Malaya
VADS Business Process Berhad
ViewPoint Research Corp. Sdn. Bhd.

Registration Form

Managing Difficult Customer and Service Recovery Workshop 1st & 2nd June 2010, JW Marriott Hotel Kuala Lumpur

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment - RM 1900 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 2623 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For In-House Workshop, kindly
email your enquiry to
inhousetraining@atcen.com

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 the conference or training workshop.
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. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. 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.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: