



# Program Mengurus dan Mengendalikan Pelanggan Sukar

**Date:** 14<sup>th</sup> – 15<sup>th</sup> June 2010

Organized By: **ATCEN** <sup>SM</sup> ACADEMY

**Venue:** outLOUD Studios, Damansara Perdana, P.J

## Workshop Description

Kursus Pengurusan Pelanggan Sukar memperkenalkan peserta kepada elemen pengurusan pelanggan. Kursus terdiri dari modul yang menekankan pada kepentingan untuk menciptakan penjenamaan pengalaman perkhidmatan pelanggan. Ianya juga meninjau pada kemahiran tinggi dalam pengendalian pemuliharaan perkhidmatan dan teknik untuk berdepan dengan pelanggan yang sukar. Modul kursus juga memfokuskan pada peningkatan pemahaman peserta pada fungsi dan sumbangan mereka pada kejayaan organisasi.

## Workshop Objectives

- Memahami kepentingan Pengurusan Pelanggan Sukar dan menjangkaui kehendak pelanggan;
- Membentuk asas kemahiran komunikasi;
- Memahami kepentingan pengurusan pelanggan sukar;
- Untuk mengenali jenis pelanggan yang mungkin dihadapi dan bagaimana untuk mengendali mereka;
- Mempelajari cara terperinci untuk mengendali pelanggan sukar;
- Untuk membina jati diri selepas menghadapi pelanggan sukar;
- Untuk melaksanakan dan menyampaikan pemulihan perkhidmatan untuk meneruskan/memanjangkan jangka hayat pelanggan.

## Who Should Attend?

- Kakitangan penyambut tetamu;
- Pegawai perkhidmatan pelanggan;
- Penyambut tetamu;
- Pegawai perkhidmatan pusat panggilan/konsultan;
- Pengendali pelanggan melalui telefon.



THE 3<sup>RD</sup> ASIA PACIFIC  
SUPER EXCELLENT BRAND  
SERVICE EXCELLENCE  
AWARD WINNER

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

# Program Mengurus dan Mengendalikan Pelanggan Sukar

## **Modul 1: Persepsi Perkhidmatan dalam Ekonomi Pengalaman**

- Evolusi Peringkat Penyampaian Pelanggan
- Mengenal pasti dan Memahami 4 Tahap Perkhidmatan dalam Organisasi
- Memahami Jangkaan Perkhidmatan Pelanggan

## **Modul 2: Kemunculan Ketidakpuasan Pelanggan**

- Memahami Proses Ketidakpuasan Pelanggan
- Apakah Punca Perkhidmatan yang Mengecewakan?
- Mengenali Pencetus Ketidakpuasan Pelanggan

## **Modul 3: Memahami Cara Mengatasi Pelanggan Sukar**

- 4 Tahap Pengetahuan Pelanggan
- Mengenali Profil Diri dan Pelanggan melalui DISC
- Peraturan Asas untuk Mengendalikan Pelanggan Sukar

## **Modul 4: Pengurusan Pelanggan Sukar**

- Memahami Penyebab Konflik dan Peringkat Konflik
- Pengendalian Pelanggan Sukar – Teknik ADR
- Tip Penting Pengendalian Pelanggan Marah dan Beremosi

## **Modul 5: Kemahiran Perkhidmatan Pelanggan Profesional dengan Pelanggan Sukar**

- Keperluan Komunikasi Efektif
- Menggunakan Pengaruh Untuk Mempengaruhi Permulaan Pemulihan Perkhidmatan
- Pembinaan Keyakinan dan Membina Hubungan dengan Pelanggan untuk Mencipta Kenangan yang Indah

## **Modul 6: Membina Keyakinan Diri Selepas Konfrontasi**

- Mengenali Kerisauan Menghadapi Pelanggan Sukar dan Tindakan Untuk Mengatasinya
- “Psikologi Pengurusan Pelanggan Sukar” – Mengatasi Pemikiran Negatif
- Membentuk 5 Kaedah Keyakinan Diri

## **Modul 7: Prinsip Pemulihan Perkhidmatan**

- 4 Komponen Dalam Kejayaan Pemulihan Perkhidmatan
- Membetulkan Pelanggan dan Masalah
- Cabaran Pemulihan Perkhidmatan
- Komunikasi Bertulis Efektif Dalam Pemulihan Perkhidmatan

Kaedah latihan akan berpandukan kepada kaedah ATCEN PEAK. Antaranya adalah :

- Kesan yang Ketara Terhadap Pembelajaran yang Singkat
- Aktiviti-aktiviti yang akan Mencerikan Suasana
- Sentiasa Bersedia Melakukan Perbentangan kepada Kumpulan
- Maklum Balas yang segera daripada fasilitator

## **Kursus Kronologi**

0830	Pendaftaran
0900	Kursus Bermula
1030 – 1045	Minum Pagi
1300 – 1400	Makan Tengahari
1530 – 1545	minum Petang
1700	Kursus Berakhir

## Profil Fasilitator



**Yandaro Al Amien**  
Senior Training Consultant  
ATCEN Sdn Bhd

Yandaro is a persuasive communicator and exceptional sales professional. Yandaro obtained his BSc. degree majoring in Management Information System and a minor in Psychology from Upper Iowa University U.S.A.

Helping organizations develop customers, build relationships, and increase bottom-line, Yandaro's training workshops have taught participants how to increase sales numbers and market share through his concepts and appealing presentation style.

Prior to joining ATCEN, Yandaro held key Training and Development position in Public listed companies in Malaysia. His extensive experience in sales, marketing and service was developed through employment and projects in various industries such as property development, banking, hospitality, tourism, public relations and education. His training specialty is excelling in sales performance and service experience delivery. An energetic, passionate and inspiring speaker, Yandaro has motivated numerous sales professionals in exceeding their sales performance.

In areas of human performance development, he has worked with numerous profit and non-profit organizations and government linked corporations such as Bank Islam, Bank Rakyat, CIMB, RHB Insurance, Hewlett Packard, Nanyang Foundation, Country Heights Group, Mines Resort City, Henry Gurney School, EVL Group, The Ministry of Education, The Ministry of Youth, The Ministry of Women and Family Affairs, and The Accredited Association of Advertising Agencies.

Yandaro's audiences have continuously outmarketed, outsold, and outserved their competition by applying skills internalized in his high-touch marketing, sales, service, and relationship-building training programs.

## Syarikat- Syarikat yang telah mengikuti Program-Program yang dijalankan oleh ATCEN

Advance International Freight Sdn Bhd  
 Affin Bank Berhad  
 Aims Data Centre Sdn Bhd  
 Airfoil Services Sdn Bhd  
 Ajinomoto (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  
 Beaufour 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  
 CMCN 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  
 Euratech (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  
 Jebson & 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  
 Teknikast 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.

## Borang Pendaftaran

### Program Mengurus dan Mengendalikan Pelanggan Sukar 14<sup>th</sup> – 15<sup>th</sup> June 2010, outLOUD Studios, Damansara Perdana, P.J.

#### Peserta 1

Nama: (En/Pn): \_\_\_\_\_

Nama Perkerjaan: \_\_\_\_\_

Alamat Emel: \_\_\_\_\_

No Telefon.: \_\_\_\_\_

#### Peserta 2

Nama: (En/Pn): \_\_\_\_\_

Nama Perkerjaan: \_\_\_\_\_

Alamat Emel : \_\_\_\_\_

No Telefon: \_\_\_\_\_

#### Peserta 3

Nama: (En/Pn): \_\_\_\_\_

Nama Pekerjaan: \_\_\_\_\_

Alamat Emel: \_\_\_\_\_

No Telefon: \_\_\_\_\_

#### Kos Kursus - RM 1200 seorang

*Kos Kursus termasuk makan tengahari, minum pagi & petang serta material latihan. **Kursus ini boleh dituntut dari PSMB.** Terpulang kepada kelulusan PSMB.*

**Diskaun Kumpulan sebanyak 10%** untuk 3 atau lebih yang mendaftar untuk kursus yang sama daripada organisasi yang sama.

#### Cara Untuk Mendaftar

Semua cek harus dibayar kepada  
**ATCEN COMMUNICATIONS SDN BHD** dan hantar pembayaran bersama boring pendaftaran ini kepada :  
**D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana 47820 PJ,  
Malaysia.**  
**Tel : +603 7728 2623 Fax : +603 7728 2620**

**Borang ini disertakan bersama cek**

**RM** \_\_\_\_\_

#### Sumber Manusia / Kelulusan Pegawai: \_\_\_\_\_

Nama Pekerjaan: \_\_\_\_\_ Alamat Emel: \_\_\_\_\_

Nama Organisasi: \_\_\_\_\_

Alamat: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Tandatangan : \_\_\_\_\_ Invois kepada (En/Pn): \_\_\_\_\_

Cop Syarikat: \_\_\_\_\_

For In-House Workshop, kindly  
email your enquiry to  
[inhousetraining@atcen.com](mailto: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: \_\_\_\_\_