

# ***Managing Difficult Customer & Service Recovery Workshop***

**Date: 27<sup>th</sup> & 28<sup>th</sup> June 2012**

**Venue: ATCEN Learning Centre, Damansara Perdana PJ**

## **Workshop Description**

Managing customer relationships isn't always smooth sailing. With the competitiveness of the business environment, it is essential that difficult customers be managed well.

The Managing Difficult Customers Workshop and Service Recovery looks into outcomes where a customer is irate and has become difficult. This workshop explores situations service professionals face every day and how to manage irate customers without affecting performance and salvage the customer relationship and in the process enriching it with powerful Service Recovery actions.

### **Workshop Objectives**

- To understand the importance of managing difficult customers and exceeding customer delight;
- To develop key customer service communication skills;
- To identify the different possible customer types and how to handle them;
- To appreciate the different knowledge level of the customer;
- To learn specific methods to handle difficult customers;
- To pick oneself up after a blistering customer encounter;
- To implement and deliver service recovery to continue to lengthen the life-cycle of the customer.

### **Who Should Attend?**

- Front line Professionals
- Consultants Professionals
- Customer service Professionals
- Sales Professionals
- Business Development Professionals

# Managing Difficult Customer & Service Recovery Modules

## **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

## **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

## **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

## **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

## **Module 5: Competencies for Managing Difficult Customers**

- Effective Communication Requirements
- Leveraging on Empowerment to Initiate the Service Recovery Process
- 4 Building Rapport Techniques with Customers for a Memorable Customer Experience

## **Module 6: Rebuilding Self Confidence After A Confrontation**

- “Don't Take it Personally” - Identifying Personal Fears and Taking Actions to Overcome Them
- The Psychology of Handling Difficult Customers – Repelling Negative Thoughts
- Developing the 5 Confidence Building Exercises

## **Module 7: Principles of Service Recovery**

- The 4 Components to a Successful Service Recovery Program
- Fixing the Customer as Well as the Problem
- The Need for a Comprehensive Service Recovery Plan

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

*Chronology applies for Day 1 and Day 2*

## Facilitator Profile

### Roshini Visvanathan Training Consultant



Roshini is a Training Consultant with the ATCEN Group. She graduated with honors from the University of Malaya and since then has had the opportunity of working with several national and international organizations. Prior to joining ATCEN, Roshini has worked in the Insurance, Banking as well as Technology industry

Coming from a corporate management environment, Roshini has extensive experience leading teams in projects involving process improvement in areas such as Customer Service as well as Service Quality Management.

Having had experience in the many facets of customer service including face to face customer interaction, Complaints and Escalation management via the phone as well as emails, Roshini is well versed with the technicalities and skills needed to handle today's customers. She also has good experience managing people from very diverse cultures, backgrounds and countries.

Furthermore having dealt with many difficult customer situations, she is very experienced in training first level as well as second level customer support staff to better see the techniques in handling complicated cases.

As a trainer Roshini has conducted trainings and workshops in many different areas. This includes Managing Difficult Customers, The Total Customer Experience, Telephone Etiquette, Negotiation Skills, Process Improvement, Effective Communication Skills, Delivering Resolutions to Customers, Telesales skills, Presentation skills as well as Quality Improvement. Roshini has also undertaken task related to change management and Needs Based Selling.

Roshini is a highly motivated individual that truly believes in the potential of people. She is actively involved several NGO related to the development of young adults. Her dynamic personality has many a time been described by people to be contagious. Roshini passionately believes that, "*The end of Education is Character*" and with the right *Character*, Anyone can Achieve Success.

Some of the companies she has worked with include Hewlett- Packard, CIMB, MAA, ASTRO, Perodua, Mesiniaga, Bank Negara, Bank Rakyat, Alfa Laval, Century Software, CSC Malaysia, KWSP, Khazanah Nasional Berhad, Tanjong Offshore, Prometric Technology, Taylors University College.

# 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  
 Ajinomoto (M) Bhd  
 Alcan Packaging Malaysia  
 Alcatel-Lucent Malaysia Sdn Bhd  
 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 Centre  
 Autoliv Hirota SRS Sdn Bhd  
 Automobiles Peugeot  
 AXA Affin General Insurance Bhd  
 Axon Solutions Sdn Bhd  
 Bank Islam Malaysia Bhd  
 Bank Muamalat  
 Bank Negara Malaysia  
 Bank Rakyat  
 Beaufour Ipsen International  
 BlueScope Steel (M) Sdn Bhd  
 BMW Malaysia Sdn Bhd  
 Boustead 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 Pemiagaan Sdn Bhd  
 CNI Enterprise (M) Sdn Bhd  
 Colgate-Palmolive (M) Sdn Bhd  
 Computer Systems Advisers (M) Berhad  
 Credit Guarantee Corporation (M) Bhd  
 CSC Malaysia  
 D G Kom Sdn Bhd  
 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 (M) 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  
 Gapuma 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 (M) 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  
 Kumia 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 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  
 Malaysian Life Reinsurance Group Bhd  
 Multimedia College  
 N2N Connect Berhad  
 NCH Corporation (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 Corporation (M) Sdn Bhd  
 P&O Global Technologies Sdn Bhd  
 PanGlobal Insurance Berhad  
 Paradigm Systems Berhad  
 Pembangunan Sumber Manusia Berhad  
 Perbadanan Bekalan Air Pulau Pinang  
 Pemec Corporation Berhad  
 Pharamianga Logistics Sdn Bhd  
 Plus Expressways Berhad  
 Power Innovations Sdn Bhd  
 Premier Lubricants (M) Sdn Bhd  
 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 (M) 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 (Malaysia) Berhad  
 Sumiso (M) Sdn Bhd  
 Sun Media Corporation Sdn Bhd  
 Sunway Holdings Bhd  
 Sunway Pyramid Sdn Bhd  
 Suruhanjaya Syarikat Malaysia  
 Takaful Ikhlas Sdn Bhd  
 Taylor's College Sdn Bhd  
 Teknikast Sdn Bhd  
 Teknik Jana kuasa 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 Berhad  
 ViewPoint Research Corporation Sdn Bhd

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**ATCEN Learning Centre, Damansara Perdana,  
Petaling Jaya**

**TO REGISTER OR FOR MORE INFORMATION:**

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