



# Managing Difficult Customers and Service Recovery Essentials

Essentials

Date: 21<sup>st</sup> – 22<sup>nd</sup> October 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J

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

## Workshop Description

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

The Managing Difficult Customers Workshop and Service Recovery Essentials 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 Wow! Service Recovery actions.

## Workshop Objectives

- To understand the importance of Managing Difficult Customers and exceeding customer delight;
- To develop fundamental key communication skills;
- To identify the different possible customer types and how to handle them;
- 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/ 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 representatives



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

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

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

# Managing Difficult Customers and Service Recovery Essentials Workshop

## Day 1:

- 0830 Welcome Coffee and Tea  
0900 INTRODUCTION  
**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
- 1030 Tea Break  
1050 **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
- 1300 Lunch  
1400 **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
- 1530 Tea Break  
1550 Continue Module 3  
1700 End Day 1

## Day 2:

- 0900 **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
- 1030 Tea Break  
1050 **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
- 1300 Lunch  
1400 **Module 6: Rebuilding Self Confidence After 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
- 1530 Tea Break  
1550 **Module 7: 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
  - Effective Service Recovery Written Communications
- 1700 End Day 2



**Ken Ng**  
Principal Consultant  
**ATCEN Sdn Bhd**

Ken serves as Principal Consultant for ATCEN Malaysia - a leading regional service provider of customer contact management consulting, human performance and business process outsourcing services. He is a Certified Support Manager from Service Support Professional Association, America and holds a Bsc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer contact management industry since the beginning and is better known as the “Sifu” to his peers, colleagues, partners and customers.

With more than 18 years of both strategic and operational customer contact center experience, Ken is an author of numerous white papers, articles and has conducted in depth research and studies on contact centers and customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards.

**Registration Form :**

**Managing Difficult Customers and Service Recovery Essentials Workshop on  
21<sup>st</sup> – 22<sup>nd</sup> October 2009, ATCEN Learning Center, Damansara Perdana, P.J**

**Yes! Please register the delegate(s) for this event  
(Kindly photocopy for more delegates)**

**Delegate 1**

Name: \_\_\_\_\_  
(Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Delegate 2**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email  
Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Delegate 3**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Human Resource / Approving Manager:**

\_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

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

**How did you find out about this event?**

Please tick ( ✓ ) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: \_\_\_\_\_

**For Office Use Only**

Contact Person: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Remarks: \_\_\_\_\_

**Training Workshop Investment - RM 1900**

*The investment includes lunch, refreshments and training materials.*

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

**Terms & Conditions**

1. Upon receiving 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 program.
2. Payment is required upon the confirmation of the 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 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date 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 program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

**Ways to register**

All cheques are to be made payable to **ATCEN SDN BHD** and mail your 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** \_\_\_\_\_

**Authorized Signature** : \_\_\_\_\_

**Company Stamp Chop** : \_\_\_\_\_

**Invoice Attention To (Mr/Ms):** \_\_\_\_\_