



Customer Service and Administrative Skills

Date: 19th – 20th August 2009

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

Organized By: **ATCEN**SM ACADEMY

Workshop Description

The program is designed to provide the best practices in the market right and real time experience to prepare the participants to excel in the Customer Service and Administration arena. This is especially important in today's economy situation as to maintain relationships with customers, grow new ones and gain better share in the market. In the administration module, the participants will learn how to maintain proper filling and documentation control in order to always deliver the best to the customer. They will learn the concepts of always having the correct information at the right moment This is especially important to maintain Customer loyalty and quality in maintaining information and data is the clear indication of quality service to Customers.

Workshop Benefits

- To identify what is Customer Service
- To understand the levels of Customer Service levels
- To learn the soft skills required for telephone and face to face
- To understand communication skills and types of customers
- To learn to maintain high level of quality in administration and data management

Who Should Attend?

- Customer Service Officers
- Customer Service Representatives
- Junior Executives



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.

Customer Service and Administrative Skills Workshop

Workshop Chronology

Day 1:

- 0900 **Module 1: Customer Service-The myth vs. the fact**
- What is Customer Service and why we need it
 - Customer Service Awareness and the Customer rights to it
 - The right attitude in dealing with the Customer
- 1030 Tea Break
- 1045 Continue Module 1
- Module 2: The ATCEN 4 levels of Customer Service**
- To know the levels of acceptable Customer Service
 - Using the various levels to re-enforce learning and how to stretch the service to delight and WOW the Customer
 - Take action and commit to change in the work place to achieve the goals of delivering Exceptional Customer Service
- 1300 Lunch
- 1400 Continue Module 2
- Module 3: Proper Telephone & Face to Face Etiquette**
- Proper telephone Etiquette
 - Face to face-creating lasting impressions
 - Going that extra mile all of the time
- 1530 Tea Break
- 1545 **Continue Module 3**
- 1700 End of Day One

Day 2:

- 0900 **Module 4: Communications Skills**
- Learning the importance of Communication skills
 - Verbal skills –speech using the PICTURE
 - Non-verbal skills-facial/body language/posture
- 1030 Tea Break
- 1045 Continue Module 4
- 1300 Lunch
- 1400 **Module 5: Administration**
- The importance of quality in administration
 - Managing Customer's data well
 - Learning the importance of self quality benchmarking
 - Quality = Growth
- 1530 Tea Break
- 1545 Continue Module 5
- 1700 End of Day Two



Darren Suresh Kumar
Training Consultant
ATCEN Sdn Bhd

Darren has a BA and a Diploma 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. Darren serves as a Training Consultant with the ATCEN International Group –a leading regional provider of people and brand development. He has a passionate belief that people are the key to success in any organization.

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.

Registration Form:

Customer Service and Administrative Skills Workshop on 19th – 20th August 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 800

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): _____