



Public Training/Workshop#

5 STAR CUSTOMER SERVICE

"THE ART OF ADVENTURE FOR LIFELONG LEARNING"

INTRODUCTION

Organization that strives to increase customer satisfaction faces a big challenge. The absence of a "great service culture" limits, and even undermines success of customer satisfaction improvement initiatives.

This two-day interactive program is designed to help participants understand the importance of delivering consistently, high-quality, customer service and focusing on "keeping the customer happy" and the program will also deal with the importance of team work "keeping everyone happy at workplace"..

PROGRAM OBJECTIVE

- Aspiration to attune to the hospitality industries standards as opposed to banking industry standards
- Develop a Hospitality Culture that provides a strong competitive advantage to establish and develop a competitive edge
- Provide a distinctively superior 'Customer Experience' by creating a positive experience to building customer loyalty
- Provide exemplary customer service that contribute to customers' retention and loyalty.
- Develop your corporate image and presence

METHODOLOGY

Course consists of:

- Interactive lectures
- Individual and group activities
- Role plays
- Mini-case studies relating to real life practical situations

WHO SHOULD ATTEND?

- Entrepreneurs
- Customer Services Dept
- Marketing Dept
- Purchasing Dept
- Receptionist and Telephone Operators



COURSE CONTENT

DAY 1

• DEFINING THE BASIC

- 1) Quality – What is Quality?
- 2) Guest – Who/What is the Guest?
- 3) Service: What is Service?
- 4) Delivering Quality Guest Service

• THE FINANCIAL IMPACT OF SERVICE

- 1) Repeat Business
- 2) Profitability
- 3) Impact of profitability to individual and organization

• GOOD CUSTOMER SERVICE IS NO LONGER ENOUGH

- 1) Focusing and Prioritizing the Top Expectations of Customers
- 2) Creating a Service Mission Statement to stay Focused
- 3) Are we losing our customers?
- 4) A Quality Service Model - GAP

• ATTITUDE

- 1) The power of “Right Attitude”.....a Choice that is Controllable
- 2) People Power
- 3) Determining Guest Needs
- 4) Let's get our Formula right!

• MOMENTS OF TRUTH

- 1) The Service Cycle and “Touch Points”
- 2) Looking at Service from the Customer's Perspective
- 3) Perspective
- 4) Creating “That Magic Moments”
- 5) 5 Secrets of Good Customer Service

• TEAMWORK

- 1) Team Dynamics
- 2) Are you a team player?
- 3) Working with the team
- 4) Lesson....from the birds

DAY 2

• YOUR POISE...GROOMING & APPEARANCE

- 1) The Importance of Defining Your Image
- 2) What is YOUR “image”?
- 3) Creating your own “WOW” Effect
- 4) Dress Sense for your Workplace
- 5) Are you projecting the “right” “Image”?

• CREATING LONG TERM SUCCESS

- 1) Are we listening to our customers?
- 2) Let's get the basic right- greeting, introduction & handshake
- 3) Non-verbal Cues – are getting the right signals

• TOOLS OF THE TRADE - THE TELEPHONE

- 1) The Elements of Effective Telephonic Communications
- 2) Skills and Standard Procedures
- 3) Handling Feedbacks
- 4) Handling Irate Customers (face-to-face, via emails/letters, telephone calls)

• HIGHLIGHTS AND ACTION PLANS

- 1) Suggestions for Continuous Improvement
- 2) Learning Highlights
- 3) Action Learning



TRAINER PROFILE

ASMA LAILI

Asma holds a MBA from International Islamic University of Malaysia, with a major in General Management, whilst, her initial degree was in the area of Hotel & Restaurant Management from University of New Haven, Connecticut, United States Of America.

She has more than **20 years** of experience in the hospitality industry from her previous capacities as a Human Resource Manager, Assistant Training Manager, Training Officer, Operation and Catering Manager, Banquet Sales Executive / Banquet Executive and Assistant Manager (Front Office). Her programs are certainly exciting and interactive as she includes many hands-on activities to keep participants motivated throughout her sessions.

Asma is a PSMB certified trainer and over the years, she has formulated and conducted various training programs for public, corporate, government and semi-government agencies namely: GEMS, IFDR, PUSPEN/PERSADA, JPM, KPT, LHDN, AKPK, FAMA, FELDA, STAR Publications, Malakoff, KontenaNasional, GMI, IPPJ, TM, TNB, MMU, INSAN (KK), UUM, MSU, UTM, HOTEL PURI (MELAKA), BAY-VIEW HOTEL (LANGKAWI), KOLEJ KEJURURAWATAN(KB), SUMIPUTEH, KKM, RISDA and KPM. Kementerian Belia Dan Sukan, UTHM, Universiti Malaysia Kelantan (UMK), Syarikat Air Kelantan (AKBS

She is presently the External Examiner for Executive Diploma Program (Hospitality), Diploma Program and Certificate Program under Olympia College and Raffles College.

DATE

29 - 30 Mar 2017

VENUE

Vistana Hotel, KL

DURATION

2 days, 9am – 5pm

TRAINER

Pn. Asma

MEDIUM

English & Bahasa Malaysia

PROGRAM SCHEDULE

Registration :	8.30am
Morning session :	9.00am - 10.30am
Morning Tea :	10.30am - 10.45am
Lunch :	1.00pm - 2.00pm
Afternoon session :	2.00pm - 3.30pm
Afternoon Tea :	3.30pm - 3.45pm
End :	5.00pm



Registration Form

5 Star Customer Services

Date : 29 - 30 Mar 2017 | Venue: Vistana Hotel, KL

PLEASE COMPLETE THIS FORM AND EMAIL / FAX TO US EMAIL :

icare@programusahawan.com

FAX : +603-5545 1978 ; TEL : +603-5542 0023 (Hunting Line)

PARTICIPATION FOR TWO DAYS WORKSHOP FEE :

ONLY FOR SME START-UP LEVEL !!

RM 800 Per Pax (Normal Price)

GROUP REG: RM 600 PER PAX!!

(UPON MINIMUM 3 PAX's REGISTRATION— T&C APPLY)

Or Single Reg: RM 700 PER PAX

**For More PROMO PRICE?
Call Us NOW !**

ALL in this ONE registration! *T&C Apply*

PARTICIPANT'S NAME :

Name : _____

NRIC: _____

HP No: _____ Email: _____

Company Name: _____

Address : _____

City: _____ Postcode: _____

Tel : _____ Fax: _____

Business Nature : _____

(Ex : services, manufacturing, etc)

PAYMENT METHOD :

Cheque No : _____

CDM/Online banking : (ASL Training & Consultancy Sdn Bhd)

PUBLIC BANK : **3812 0161 29**

TERMS & CONDITIONS:

1. Workshop Fee is **not inclusive** of accommodation, full module, food, certificate and transportation
2. Fees are **inclusive** of flyer and refreshments.
3. **This promo** only for **SME start-up level**. As for the registration, **SSM Document** and **Company Information (sale turnover per month)** should be submitted together as a proof of validation.
4. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10) working days upon the issuance of invoice or a letter of undertaking (LOU). Payment or LOU must be received prior to the conference/training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

5. CLIENT'S CANCELLATION/SUBSTITUTION

Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in. All bookings carry a **50% cancellation** liability should the notice given is less than two(2) weeks and **100% cancellation** liability 7-days prior to the event

Non-payment or non- attendance does not constitute cancellation. (*However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing*)

6. If, for any unexpected circumstances or reasons that ASL Training & Consultancy Sdn Bhd decides to postpone this event, the client hereby indemnifies and holds ASL Training & Consultancy Sdn Bhd harmless from any cost incurred in by the client. The event fee's will be refunded,

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9. All Payment should Be Made to :

ASL Training & Consultancy Sdn. Bhd.

