



Date of Commencement: 16, 18, 23 & 25 May 2011

Duration: 4 evening sessions

Time: 7.00pm - 9.30pm

Venue: IACT College

Fees: RM350 per participant

HRDF Training Grant - SBL

Simply meeting customers' expectations is no longer enough. Your customers must be impressed and excited, and the service must be memorable because it is not only easier to get repeat business from happy customers – it's less expensive.

This workshop teaches you relevant techniques that will make your customers stay happy. It is suitable for all levels and for those who serve internal or external customers.

Objectives:

Upon completion of this course, participants will:

- enhance their skills in customer service
- develop the proper customer care system
- know how to manage complaints better
- know how to deal with unhappy customers
- gain tips on how to retain customers
- learn the steps to long-term customer relationship

Contents:

- Poor Service
- Customer C.A.R.E.
- Customer Service System
- Managing Complaints
- Dealing with Unhappy Customers
- Tips for Customer Retention
- Steps to Long Term Relationship

Participants will learn what exceptional service is, how to project a customer- friendly image, how to handle demanding customers, and more.