



- ▶ customer service skills & tactics

**S**imply 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.

Date of Commencement: 1, 3, 8 & 10 Jun 2010  
 Duration: 4 evening sessions  
 Time: 7.00pm - 9.30pm  
 Venue: IACT College  
 Fees: RM350 per participant  
 HRDF Training Grant - SBL

### 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.**