



One Day Intensive Seminar

Customer Service Through the Three-R's (3R's):
Right Language, Right Etiquette and Right Self-Esteem

Objectives

Participants are guided on:

- How to project the desired professional image
How to create a professional presence and the appropriate body language when communicating with customers
Gain renewed self confidence and empowerment through understanding customers and their needs
Gain a new perspective on customer service and how being service oriented can have a positive impact in both their personal as well as professional lives

Outline

Fundamentals to Customer Service

- Who are customers?
Why they do what they do?
Internal and external customers

Doing More than the Minimum

- The quality of your work
The 3 M's of service climate
How to WOW! your customer
The language of positive communication
Stop, look and listen

The Irate Customer – How to Handle Them?

- Put customer complaints into perspective
6 steps in handling the irate customer
4 types of dissatisfied customers
Stress busters

Practising Service Recovery

- Apology
Empathy
Sense of urgency

- Checking available options
Choosing the right option
Quick follow-up

Etiquette

- First impressions
Meetings and greetings
Business etiquette vs Social etiquette
Professional behaviour
Department – posture, sitting and walking

Projecting a Professional Image

- Professional image vs Personal Image
Grooming standards: projecting the desired corporate image
Identifying body types
Psychology of colour

Introducing to Body Language

- “Gestures”
Body talk
Facial and eyes expressions
Territories and zones
Hand gestures and arm barriers
Leg barriers
Common gestures and actions
Mirroring
Body pointers

Personality Traits

- Identifying individual characteristics
Advantages and disadvantages of each personality trait
Effective communication through understanding the different personalities

Methodology:

Classroom lecture, practical sessions, group discussions, live models, games, scenarios and role plays

19TH JANUARY 2009
JW MARRIOTT HOTEL,
KUALA LUMPUR

Conducted By Distinguished Speakers:

Ms. Zarina Zainal

A Mass Communication graduate majoring in Public Relations, Ms. Zarina Zainal has vast experience in the hospitality industry and in the corporate world. She has more than 13 years experience in both Hospitality and Public Relations.

She began her working career with the multinational 5-star hotel chain. After gaining much knowledge and experience in quality hospitality service, she took to the skies with Malaysia Airlines.

Her stint in the corporate world began in 1997 and due to her corporate flair, well found knowledge and focused commitment, she rose up the ranks in 5 years to hold the post of Head of Corporate Services with a local subsidiary of KUB Malaysia Berhad.

Ms. Hanim Abdul Rahman

A graduate of Public Relations from Stamford College, Ms. Hanim Abdul Rahman began her first career in the airline industry. She later completed a management course at the Malaysian Institute of Management and moved on to become a facilitator for team building programs.

She also gained valuable experience in events management. Mega events under her belt includes Fiesta F1 Powerboat World Championship 2004, The Launching of Pesta Air 2005 and organizing a Fashion Show in conjunction with Jazz Festival 2006.

Organised By:



Official Magazine:



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REGISTRATION FORM

EARLY BIRDS: Registration and Payment by 22nd December 2008 – RM650.00 per person

GROUP DISCOUNT: Two or More Persons from same organization – RM700.00 per person

REGULAR FEE: RM750.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & CERTIFICATE

(Crossed Cheque/Bank Draft payable to ASIA PACIFIC DILIGENCE SDN. BHD.)

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Cancellations & Transfers: If you are unable to attend, a substitute candidate(s) is welcome at no extra charge. Please provide the name and position of the substitute delegate at least 2 days prior to the seminar. A full refund less 25% administrative charge will be made for cancellation received in writing 2 weeks prior to seminar. A 50% refund will be given for cancellation received 1 week prior to the seminar. Regrettably, no refund can be made for cancellation 3 days before the seminar. If registration is confirmed, a 25% administrative charge will be incurred for non-attendance.

The organizer reserves the right to change speakers and/or modify the programme content without prior notice.