



One Day Intensive Seminar

SBL Claimable Subject to HRDF Approval

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

14TH JANUARY 2010
JW MARRIOTT HOTEL,
KUALA LUMPUR

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

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

Etiquette

- First impressions
• Meetings and greetings
• Business etiquette vs Social etiquette
• Professional behaviour
• Deportment – 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

Introduction 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

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

Methodology:

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

Conducted By Distinguished Speaker:

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.

Organised By:



Official Magazine:



For Customised In-House Training, Please Call: 03-2162 6828

CUT HERE

REGISTRATION FORM

Ref: JAN103R

EARLY BIRDS: Registration and Payment by 28th December 2009 – RM688.00 per person

GROUP DISCOUNT: Two or More Persons from same organization – RM750.00 per person

REGULAR FEE: RM800.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & CERTIFICATE

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

MAILING ADDRESS: B-2-9A, Megan Avenue II, 12, Jalan Yap Kwan Seng, 50450 Kuala Lumpur

Contact Person: Ms. Chin/Ms. Erna/Ms. Ai Wen Tel: 03-2162 6828 Fax: 03-2162 7828 / 2163 7828

E-Mail: apd@po.jaring.my Website: www.asiapacificevents.com

Full Name: Dr./Mr./Ms.....

Full Name: Dr./Mr./Ms.....

Position:.....

Position:.....

Full Name: Dr./Mr./Ms.....

Full Name: Dr./Mr./Ms.....

Position:.....

Position:.....

Company:.....

Address:.....

Tel:.....

Fax:.....

E-mail:.....

Contact Person:.....

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.