



5-STAR CUSTOMER SERVICE EXCELLENCE

It takes months to
find a customer and
seconds to lose one

This intensive, hands-on, activity driven programme teaches skills that focus on providing service excellence at all touch points with any customer. It helps sharpen the skills of even experienced customer service representatives, empowering you to take advantage of every service opportunity and aggressively expand your business professionally. By providing you with a rigorous training environment, your active participation in our programme will enable you to apply and sustain your learning to a point of forming winning habits. You will have the ability to create the greatest positive impact at every given opportunity when facing your customers every time.

TRAINING OUTCOMES

- Create a new relationship with time and results
- Deliver a service experience that leaves a positive, lasting impression on the customer's mind
- Develop strategies for dealing with difficult customers
- Have an in-depth understanding of your customers
- Use various customer service strategies to develop winning solutions for your customers



COURSE MODULES

Key Pillars In Communication

- The perfect cup of tea • Discovery questioning • Funneling • Active listening • The art of being curious

Dealing With Difficult Customers

- Type of difficult customers and how to handle them • The LIAR Model • Saying the right things • Finding the best moment • Dealing with emotions

Handling Customer Complaints

- Online and on site complaints • How to handle customer complaints using EASE • Customer complaining channels • Procedures of handling customer complaints • How to turn customer complaints into your competitive advantage

Coaching Wisdom

- Scarcity vs abundance • 4 levels of relationship experience • The WOW factor • Creating a relationship commitment contract • Coaching performance



Sindra Arumugam

She has vast experience in the automotive, financial services, business process outsourcing, and consulting industries. She has worked for Standard Chartered Bank, HSBC, Asia Assistance Network, AIA, and Sime Darby AutoConneXion. During her tenure in these organisations, she headed various portfolios like Front Line and Branch operations, focusing on Customer Service and Operational Efficiency. In her last corporate position, she played an instrumental part in Client Relations for brands like Ford, Alfa Romeo, and Land Rover. She also has nine years of experience conducting training and coaching, focusing on Customer Relationship Management

**CONDUCTED ONLINE OR
PHYSICAL**