



KUALA LUMPUR BUSINESS SCHOOL

Training Provider No: 1340



PEMBANGUNAN SUMBER MANUSIA BERHAD

PROGRAM DI BAWAH SBL-KHAS

2-Day Workshop on

CUSTOMER SERVICE EXCELLENCE

Serving Your Customer Infinitely Better

Code Program: (1210/4859)

Winning and Keeping Customers

- In today's customer-oriented business environment, "people skills" are critical for personal and organizational success.
- How you handle your customers can directly affect your individual goals as well as your team's and company's performance.
- As products and services become more of a commodity in today's competitive environment, more and more organizations are looking at customer service as a way to gain a competitive advantage.
- Customer Service Excellence provides employees with the essential skills and tools to provide outstanding service to internal and external customers.

OBJECTIVE

- To instill the service mindset to all staff
- To understand the Customer Journey and Its Critical Moment of Truth
- To practice and mastering the Standard People Practices (SPPs): The Basic Courtesy, The Corporate SPPs and The Functional SPPs.

WHO SHOULD ATTEND

Supervisors
Front Liners Staff



PROGRAMME OUTLINE

Organization's Strategic Direction & Aspirations

- Vision and mission
- Core values
- Identity and tagline
- Clients Charter

Business Solutions

- Service transformation
- The scope of 'Customer Focused Program'
- The 'Service Mindset' and 'Standard People Practice'
- The customer journey: Point of Engagement
- Core basic courtesy

Introduction to 'Customer Service Excellent' Program

- Program name & theme
- Program phases
- Program outcomes
- Program management structure

The Study of Customer

- Types of customer
- The mindset of customer
- Enriching and delighting guest experience

World-Class Service Standards & Practices

- My service experience
- Customer service program: World-class organizations
- Customer service program: Malaysian organizations

People Practice – Basic Courtesy

- The basic human needs and wants
- How do you treat your customers?
- Service process : The Six Basic Steps
- Basic courtesy



PEAKERS

Dato' Dr. Sudin Haron is one of the world's renowned scholars in business and management, as well as in banking and finance. Currently, he is the President of Kuala Lumpur Business School and Executive Chairman of Vision Bridge Sdn Bhd. He was attached with the Central Bank of Malaysia as a Specialist at the Islamic banking and takaful department from 2005 to 2006. In 2006, he was appointed as the Deputy Chief Executive of INCEIF (International Centre for Education in Islamic Finance). Before joining the Central Bank of Malaysia, Dato' Dr. Sudin served the Northern University of Malaysia in various capacities as an academician and administrator. Prior to becoming an academician, he worked with one of the local banks in Malaysia and his final assignment was as a branch manager.

Zainal Abidin Yahya is a Certified Professional Trainer (MIM-CPT) and Certified Professional Entrepreneur (MIM-CPE) from Malaysian Institute of Management, as well as a Certification in Training from Pembangunan Sumber Manusia Berhad (PSMB). He is also a Member of Malaysian Institute of Management (MMIM). He is a qualified trainer in areas such as financing for agriculture sector, marketing, sales and customer service, entrepreneurship development, as management, and organizational behavior.

Guest Speaker

Dato' Raduan Hj. Md Taib has a vast experience in the banking and corporate world. He has 11 years of experience in the banking sector. Subsequently, he ventured into the corporate world in 1987 as a Chief Operating Officer and was later promoted as the Chief Executive Officer of one of the biggest property developers in Malaysia. He also served as the Vice President of the International Real Estate Federation or FIABCI Malaysia. Dato' Raduan was also actively involved in the development of entrepreneurship in Malaysia whilst serving as an Exco member for the National Chamber of Commerce and Industry Malaysia (NCCIM), the Vice President of the Malay Chamber of Commerce Malaysia (MCCM), and President of MCCM for the state of Selangor. Dato' Raduan holds an honours degree in Political Science and obtained his MBA from the Asian Institute of Management.

About Kuala Lumpur Business School

Kuala Lumpur Business School or better known as KLBS was set up to promote and develop leadership as well entrepreneurship excellence. KLBS is committed to continuously strive in becoming a world-class training provider with dedication and enthusiasm to deliver the highest standard of professional training and consulting to our valued clients. We believe that continuous training, skills upgrading and development of workforce are important processes to provide employers with a competitive edge in the ever competitive market and knowledge-based economy.

At KLBS, our vision is clear and concise: "Creating Dynamic Leaders". Our mission is to contribute in significant ways to the advancement of leadership knowledge and the development of leadership talent which appreciate our own values but with international outlook. KLBS seeks to create a deeper understanding of leadership which is both intellectually engaging and personally meaningful.

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