



# HRDF HRD Corp Claimable Customer Service Training

## Course Itinerary



## Day 1 9am - 1pm

### **How to define excellent customer service**

What does great service look like and feel like?

Sharing what we've seen and heard about good and bad service

Customer service is an important job.

Putting yourself in your clients' shoes

Exercises for individuals and groups, as well as a guided group discussion.

dealing with customer questions

### **Customer service standards and how to reach customers**

Making first impressions that last

Getting to know people and keeping in touch

Using positive words and a positive tone

Demonstration, facilitated group review, pairs exercise, and group review

## 2pm - 5pm

### **figuring out what customers want and giving them what they ask for Communication with customers that works:**

Questioning

Taking notes is part of active listening.

Putting it all together: practical exercises in pairs and trios, followed by a group discussion

Taking care of work based on what customers want

### **figuring out which customer requests are hard to meet**

Responding confidently to customer requests that are hard to meet

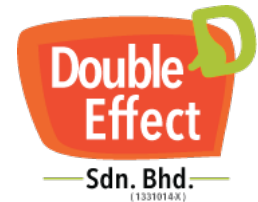
Discussion among the group, short practice sessions in pairs, and feedback

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**Customer service has the potential to make or break a corporation. For many consumers, this is a critical factor in determining whether they will continue to purchase a brand's products or services. 90% of Malaysian base their decision on customer service.**



## **Day 2**

### **9am - 1pm**

#### **Service come back**

Making unhappy customers happy; improving customer relations  
figuring out what the customer complaints are about  
Taking care of complaints from customers  
Bringing in coworkers to solve a customer service problem  
Discussion in a group, a presentation, or an activity with a group review  
How to handle complaints  
Practice sessions for handling complaints with feedback and a group review

### **2pm - 5pm**

#### **Building customer relationships**

The triangle of trust and loyalty in a relationship  
What makes us different from our rivals?  
Find ways to add value and go above and beyond what customers expect  
Continuing  
Presentation, activity with rotating flipcharts in small groups, and group review

#### **How to use what you learned and what to do next**

Review of what was learned and planning what to do  
How the course went

#### **This will help with the training:**

An optional participant pre-course questionnaire and/or pre-course reading covering customer care  
A color-printed workbook with tips and techniques for customer service and room for personal notes.

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