

# Customer Service and Handling Complaints

8 November 2010 - Hyatt Regency Kinabalu, Kota Kinabalu

9 November 2010 - Four Points by Sheraton, Kuching

9am - 5pm

RM350

## Introduction

Customer service representatives who are assigned to handle complaints need to be patient, articulate and able to balance fairly the interests of the company with those of the customers. They also should be able to communicate legitimate consumer complaints to management to help determine whether there is a need for changes in company policies or procedures.

All staff dealing with complaints should be familiar with the operations of the company and with its products and services. Prior experience in other departments maybe an asset. Training can strengthen interviewing and communication skills and heighten the staff's awareness and the special needs of customers from different personality profiling, cultural, economic or educational backgrounds.

## Program Outline

1. Etiquette matters and it all starts with the first "Hello!"
2. Telephone etiquette - handling telephone calls like a pro!
3. Building meaningful and authentic relationships with your customers

## Why is Complaint Handling Important?

Careful complaint management can save business unwanted costs. For example, negative word-of-mouth publicity from dissatisfied consumers means means lost revenue and necessitates additional investment in advertising to attract replacement customers.

Complaints and complaint trends tell business how to do its job better by alerting management to problems that need prompt attention and correction. Furthermore, they indicate long-range opportunities for product innovation and problem prevention.

A well-planned system for screening and recording complaint data can provide business owners and managers answers to such important questions as the following:

- Are products or services "oversold" or "over advertised?"
- Is advertising clearly understood?
- Are salespeople overzealous?
- Are user's manuals clear, complete and easy-to-read?
- Would changing warranty coverage reduce complaints?

Complaints also provide information about products or services quality:

- Are there opportunities for product improvements or better quality control?
- Are there indications of safety defects that should be reported and corrected, or that justify a recall?

## Speaker's Profile

Mrs Joyce Chow is a widely experienced trainer and speaker for more than 10 years. She is specialized in 3 core areas: Personal Development and Motivation, Family Life and Senior Citizens.



Her programmes on developing self-esteem and self awareness, leadership skills, stress, anger and time management, social graces, personal grooming and etiquette, workplace effectiveness, teamwork and building meaningful relationships are widely received and much enjoyed by participants across Malaysia, Singapore, Thailand, Indonesia, Australia and Canada. She is positive and lively in her approach and is always described by her audience as an inspiring, interactive, energetic and relevant communicator.

Prior to being a corporate trainer, Joyce has been an educator, education consultant and program writer in Singapore. She presently serves as a Resource Speaker with several of the Singapore government agencies, educational bodies, corporate companies and non-profit organisations.



Organised by:



## FEE

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|-----------------|--|
| NORMAL RATE     | <b>RM350.00</b> per participant<br>(inclusive of 1 lunch and 2 tea-breaks)       |
| EARLY BIRD RATE | <b>RM330.00</b> per participant on paid registration by <b>18 October 2010</b> . |

## PAYMENT/ CANCELLATION OF REGISTRATION

- ◆ All cheques should be crossed and made payable to **ADROIT GLOBAL NETWORK SDN BHD** and received prior the event.
- ◆ Cancellation must be made in writing.
- ◆ Full refund for cancellation received at least 14 days before the training.
- ◆ 50% refund for cancellation received less than 7 to 14 days before the training.
- ◆ No refund for cancellation received less than 7 days before the training but a substitute participant will be accepted at no extra cost.

## REGISTRATION FORM

### Customer Service and Handling Complaints

Please tick:   8 November 2010 - Hyatt Regency Kinabalu, Kota Kinabalu  
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|                       |      |                 |
|-----------------------|------|-----------------|
| Company:              |      | Contact Person: |
| Address:              |      | Designation:    |
| Tel:                  | Fax: | Email:          |
| No. of participants:  |      | Total Cost: RM  |
| NAMES                 |      | DESIGNATION     |
| 1.                    |      |                 |
| 2.                    |      |                 |
| 3.                    |      |                 |
| 4.                    |      |                 |
| 5.                    |      |                 |
| 6.                    |      |                 |
| Authorised Signatory: |      | Date:           |

THE ORGANISER RESERVES THE RIGHT TO AMEND OR CANCEL THE EVENT DUE TO UNFORESEEN CIRCUMSTANCES



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