

# MANAGING DIFFICULT CUSTOMERS & COMPLAINTS WORKSHOP

**Date : 7<sup>th</sup> – 8<sup>th</sup> December 2015**

**Venue : Vistana Hotel, Penang**

## Workshop Description

Managing customer relationships isn't always smooth sailing. With the competitiveness of the business environment, it is essential that difficult customers be managed well.

The Managing Difficult Customers and Complaints Workshop looks into outcomes where a customer is irate and has become difficult. This workshop explores situations service professionals face every day and how to manage irate customers without affecting performance and salvage the customer relationship and in the process enriching it with powerful Service Recovery actions.

## Workshop Objectives

- Understand the importance of managing difficult customers and exceeding customer delight
- Develop key customer service communication skills
- Identify the different possible customer types and how to handle them
- Appreciate the different knowledge level of the customer
- Learn specific methods to handle difficult customers
- Pick oneself up after a blistering customer encounter
- Implement and deliver service recovery to continue to lengthen the life-cycle of the customer

## Who Should Attend?

- Front line Professionals
- Consultants Professionals
- Customer service Professionals
- Sales Professionals
- Business Development Professionals
- Customer Relationship Consultants
- Business Development & Account Executives

### Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

*Chronology applies for Day 1 and Day 2.*

**Facilitated & Marketed by:**

**ATCEN**<sup>SM</sup>

This training is **PSMB claimable**  
Subject to PSMB approval

# Managing Difficult Customers & Complaints Workshop

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## Module Outline

### Module 1: The Perception Of Service In The Experiential Economy

- The Evolution of Service Delivery Levels
- Identifying and Understanding Your Organization's 4 Levels of Service Quality
- Understanding Service Expectations of Customers

### Module 2: The Emergence Of Dissatisfaction In Customers

- Understanding the Customer Dissatisfaction Process
- What are the Causes of Poor Service?
- Recognizing the Triggers of Customer Dissatisfaction

### Module 3: Understanding Difficult Customer Encounters

- The 4 Customer Knowledge Levels
- Know Yourself and Your Customers Profile Through DISC
- The Ground Rules for Handling Difficult Customers

### Module 4: Managing Difficult Customers

- Understanding What Causes Conflict and the Stages of Conflict
- Dealing with Difficult Customers – The ADR Approach
- Vital Tips for Dealing with Angry and Emotional Customers

### Module 5: Competencies For Managing Difficult Customers

- Effective Communication Requirements
- Leveraging on Empowerment to Initiate the Service Recovery Process
- 4 Building Rapport Techniques with Customers for a Memorable Customer Experience

### Module 6: Rebuilding Self Confidence After A Confrontation

- "Don't Take it Personally" - Identifying Personal Fears and Taking Actions to Overcome Them
- The Psychology of Handling Difficult Customers - Repelling Negative Thoughts
- Developing the 5 Confidence Building Exercises

## Program Facilitator

### Jayanth Kumar

Jay is a Training Consultant for ATCEN Sdn. Bhd. that is part of the ATCEN Group – The People Development Expert. He believes in the potential of people, and has an innate passion for the development of an individual in any environment.

Graduated with a Diploma in Computer Studies from the National Center of Computers (NCC) from the United Kingdom and attained honors in BSc in Psychology and Communication from Upper Iowa University in the United States. He is a certified professional trainer under ARTDO International. Jay has 13 years of actual work experience in different respective fields. 6 years of that in a multi-national company dealing with IT, 3 years in sales management for a hotel and the rest in the service industry. Within these years of experience, he has accomplished different ad-hoc projects, such as producing and conducting major corporate events and team-buildings, apart from just training making him very versatile, adaptable and experienced in known working environments. Jay has training experience with reputable multi-national and local companies such as F-Secure Corporation, DHL, Standard Chartered Bank, Celcom Axiata, My Clear, Hong Leong Bank, Telekom Malaysia, Taylors University, AmBank, A&H Meyer and Meliã Kuala Lumpur Hotel to name a few.

Jay is an inspirer, motivator and go-doer that is highly motivated in enhancing and developing skills in others. He has sufficient experience in IT technical skills as a support engineer and a trainer, at the same time experienced in the call center quality management, but most of all in Customer Experience. He also has a strong record in delivering sales targets, yet poised and competent in the service industry such as managing a customer service department with difficult customers or in the F&B industry. He has a passion for academics and skills improvement under creative proactive means. A trainer, coach, teacher or facilitator experienced in providing highly efficient customer service, leadership and presentation skills training over the years.

He has an ability to maintain a good sense of humor at the same time able to connect with participants. Jay is able to bring learning content to its mark and much capable of having fun while learning with all ages.

Jay lives by a quote from a classic Greek philosopher, Socrates that an "unexamined life, is a life not worth living".

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## Companies that have attended “Managing Difficult Customer & Complaint Workshop” public workshop since 2010

ASTRO	Ferco Seating Systems	MCIS Zurich Insurance
Aexio Software Sdn Bhd	FlyFirefly Sdn Bhd	Melinau Shipping Sdn Bhd
AIG Shared Services (M) Sdn Bhd	GCH Retails (M) Sdn Bhd	MIMOS Berhad
Akzo Nobel Paints (Malaysia) Sdn. Bhd.	Global Indian Education Sdn Bhd	MISB Resources Sdn Bhd
Amanah Saham Sarawak	GSC Sdn Bhd	Naza Coverage Sdn Bhd
Asiankom Communication (M) Sdn Bhd	Guper Integrated Logistics Sdn Bhd	Palm-Oleo Sdn Bhd
Bank Negara	Harper Wira Air Freight Sdn Bhd	Perfect Pentagon Sdn Bhd
Bank Rakyat Berhad	Hercules Sdn Bhd	Perusahaan Otomobil Nasional Sdn Bhd
Becker Industrial Coatings (M) Sdn Bhd	Huber Suhner (M) Sdn Bhd	Petrotechnical Inspection (M) Sdn Bhd
Biro Pengaduan Awam, Jabatan	IJN	PGEO Edible Sdn Bhd
Perdana Menteri	Institut Latihan dewan Bandaraya Kuala Lumpur	PHHP Marketing (M) Sdn Bhd
Biro Pengaduan Awam, JPM	Intelligence Netcare Sdn Bhd	PKNS
Blue Scope Steel	iPerintis Sdn Bhd	Rotork (Malaysia) Sdn Bhd
BMW Credit (Malaysia) Sdn. Bhd.	Johnson Control (M) Sdn Bhd	Sabah Air Aviation Sdn Bhd
British American Tobacco (M) Berhad	Johnson Controls (M) Sdn Bhd	Siemens (M) Sdn Bhd
BSN	Kenanga Investment Bank Berhad	Sirim Training Services Sdn Bhd
Colourcoil Industries Sdn Bhd	Kuching Water Board	Syarikat Lori Hup Soon Sdn Bhd
CSC Malaysia	KWSP	The Royal Bank
DDSB (M) Sdn Bhd	KYB - UMW Malaysia Sdn Bhd	TIME dotCom Berhad
Deleum Services Sdn Bhd	Labplas Sdn Bhd	TNB
Dept Of Industrial Development & Research	LF Asia	Traders Hotel Kuala Lumpur
Dewan Filharmonik PETRONAS	Malay-Sino Chemical Industries Sdn Bhd	Tyco Fire, Security, Services M Sdn Bhd
Dhiragu	Materialise Sdn Bhd	Esterol Sdn Bhd
Digicert	MATRADE	
Dutch Lady	Mayplas Packaging Sdn Bhd	
EC Council Academy Sdn Bhd		
Endress+Hauser (M) Sdn Bhd		

## Participants' Feedbacks

*“This was an amazing course which gave me many exposure and experience understanding what the topic was all about. I believe this would help me with my daily job as I am highly exposed to customer service segment especially in dealing difficult customers. I must state here that the facilitator had done a fantastic job. Well done. Looking forward for future programs”*

- Pegawai Khidmat Pelanggan, KWSP

*“The 2 days training is really interesting and fun. The message given by trainer is clear and helpful”*

- Customer Service, Siemens (M) Sdn Bhd

**11<sup>th</sup>  
SESSION  
SINCE 2010!!!**

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## Registration Form

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

### PROGRAMME FEE

**RM1,699 - per participant**

**(6% GST is chargeable)**

**Group Discount - 10% for 2 participants and above** who register for the workshop at the same time and are from the same organization.

**\*\*This training is PSMB claimable**  
Subject to PSMB approval

### To register, complete this form:

1. Email form back to sender's email address/  
shera@atcen.com
2. Fax this form to +603-8940 2620

### Bank Draft:

Payable to **ATCEN SDN BHD** and courier to:  
18-1 Jalan Dagang SB4/1, Taman Sungai Besi Indah,  
43300 Seri Kembangan, Selangor Darul Ehsan,  
Malaysia.

### By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3-1304600-34

All bank charges to be borne by payer.

For further information,  
kindly email your enquiry  
to [shera@atcen.com](mailto:shera@atcen.com)

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges.
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

## For Office Use Only

Corporate Sales Consultant: SHERA

Invoice Number:

Invoice Date: