

# MANAGING DIFFICULT CUSTOMER & COMPLAINT WORKSHOP

**Date** : 26<sup>th</sup> – 27<sup>th</sup> October 2015  
**Venue** : Vistana Hotel, Kuala Lumpur

## 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 Complaint 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
- Market Researchers on Customers
- Anyone dealing with customers, whether directly or indirectly

### 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 Customer & Complaint 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

### Roshini Visvanathan

Roshini has graduated with honors from the University of Malaya and since then has had the opportunity of working with several national and international organizations. Prior to joining ATCEN, Roshini has worked in the Insurance, Banking as well as Technology industry

Coming from a corporate management environment, Roshini has extensive experience leading teams in projects involving process improvement in areas such as Customer Service as well as Service Quality Management.

Having had experience in the many facets of customer service including face to face customer interaction, Complaints and Escalation management via the phone as well as emails, Roshini is well versed with the technicalities and skills needed to handle today's customers. She also has good experience managing people from very diverse cultures, backgrounds and countries.

Furthermore having dealt with many difficult customer situations, she is very experienced in training first level as well as second level customer support staff to better see the techniques in handling complicated cases.

As a trainer Roshini has conducted trainings and workshops in many different areas. This includes Managing Difficult Customers, The Total Customer Experience, Telephone Etiquette, Negotiation Skills, Process Improvement, Effective Communication Skills, Delivering Resolutions to Customers, Telesales skills, Presentation skills as well as Quality Improvement. Roshini has also undertaken task related to change management and Needs Based Selling.

Roshini is a highly motivated individual that truly believes in the potential of people. She is actively involved several NGO related to the development of young adults. Her dynamic personality has many a time been described by people to be contagious. Roshini passionately believes that, “ The end of Education is Character” and with the right Character , Anyone can Achieve Success.

Some of the companies she has worked with include Hewlett- Packard, CIMB, MAA, ASTRO, Perodua, Mesiniaga, Bank Negara, Bank Rakyat, Alfa Laval, Century Software, CSC Malaysia, KWSP, Tanjong Offshore, Prometric Technology, Taylors University College.

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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 Perdana Menteri	IJN	PGEO Edible Sdn Bhd
Biro Pengaduan Awam, JPM	Institut Latihan dewan Bandaraya Kuala Lumpur	PHHP Marketing (M) Sdn Bhd
Blue Scope Steel	Intelligence Netcare Sdn Bhd	PKNS
BMW Credit (Malaysia) Sdn. Bhd.	iPerintis Sdn Bhd	Rotork (Malaysia) Sdn Bhd
British American Tobacco (M) Berhad	Johnson Control (M) Sdn Bhd	Sabah Air Aviation Sdn Bhd
BSN	Johnson Controls (M) Sdn Bhd	Siemens (M) Sdn Bhd
Colourcoil Industries Sdn Bhd	Kenanga Investment Bank Berhad	Sirim Training Services Sdn Bhd
CSC Malaysia	Khazanah	Syarikat Lori Hup Soon Sdn Bhd
DDSB (M) Sdn Bhd	Khazanah Nasional Berhad	The Royal Bank
Deleum Services Sdn Bhd	Kuching Water Board	TIME dotCom Berhad
Dept Of Industrial Development & Research	KWSP	TNB
Dewan Filharmonik PETRONAS	KYB - UMW Malaysia Sdn Bhd	Traders Hotel Kuala Lumpur
Dhiragu	Labplas Sdn Bhd	Tyco Fire, Security, Services M Sdn Bhd
Digicert	LF Asia	Esterol Sdn Bhd
Dutch Lady	Malay-Sino Chemical Industries Sdn Bhd	
EC Council Academy Sdn Bhd	Materialise Sdn Bhd	
Endress+Hauser (M) Sdn Bhd	MATRADE	
	Mayplas Packaging 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 of 10%** for 3 or more participants 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: