

CONVERSATIONAL ENGLISH FOR CUSTOMER SERVICE DELIVERY WORKSHOP

Date : 23rd – 24th March 2016

Venue : Vistana Hotel, Kuala Lumpur

Workshop Description

This workshop introduces Customer Service professionals to the essential English communication skills and fundamental soft skills elements associated with superior customer service.

This workshop consists of lessons that teach participants essential skills necessary for fundamental English Communication, Managing Customer Needs, to be Courteous together with professional customer service principles.

Workshop Learning Objectives

- Discover problem areas when speaking & listening in English;
- Be proficient in the phonetic sounds of English;
- To speak professional English when serving customers;
- Sound confident on the telephone and face to face;
- Learn the techniques of building rapport with clients with English;
- Learn how to ask and clarify statements made by customers;
- Learn how to handle different types of questions posed by customers;
- Learn how to convey accurate information to customers using English

Who Should Attend?

- Front line personnel
- Basic skilled / trained agents / consultants
- Customer Service Representatives
- Anyone who wants to improve their English communication skills

Workshop Chronology

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

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCENSM

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

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Module Outline

Module 1: Introduction

- What is Customer Service English?
- How do we Speak and Sound?
- Acknowledging our Improvement Needs

Module 2: Communication Through English

- Understanding Communication needs
- Listening Skills
- Understanding and practicing proper Body Language

Module 3: Phonetics

- The ABC's of Pronunciation
- Reading Phonetics for Accurate Pronunciation
- How should we speak when attending to customers?

Module 4: Telephone and Face to Face Conversations

- Mastering generic sentences used in Customer Service
- Ending the Conversation
- Sentences Normally Used in a Customer Service Environment

Module 5: Courteous Language

- Why courtesy is essential
- Choice of words to sound courteous
- Saying what we want the professional way

Module 6: Building Rapport With Customers

- How to Have Conversations that Build Rapport with Customers
- Using the Different Types of Questions to Clarify Doubts
- Asking the Right Questions – Taking Action, Urgency and Empathy.

Lesson 6: Moving Forward

- Self-Awareness in Customer Service English
- Power of repetition
- Continuous Development Of KSBH

Program Facilitator

Jayanth Kumar (Jay)

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”.

CLIENTELE

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
Affin Bank Berhad
Aims Data Centre Sdn Bhd
Airfoil Services Sdn Bhd
Ajinomoto (M) Bhd
Alcan Packaging Malaysia
Alcatel-Lucent Malaysia Sdn Bhd
Alliance Banking Group
Allianz Life Insurance Malaysia Berhad
ALSTOM Asia Pacific Sdn Bhd
Amanah Raya Berhad
AmBank (Malaysia) Berhad
AmG Insurance Bhd
AmLife Insurance Berhad
Amway (M) Sdn Bhd
Arachem Tech Training Centre
Autoliv Hirotako SRS Sdn Bhd
Automobiles Peugeot
AXA Affin General Insurance Bhd
Axon Solutions Sdn Bhd
Bank Islam Malaysia Bhd
Bank Muamalat
Bank Negara Malaysia
Bank Rakyat
Beaufour Ipsen International
BlueScope Steel (M) Sdn Bhd
BMW Malaysia Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd
Business Information Technology
Byte Craft Sdn Bhd
Canon Marketing (M) Sdn Bhd
Celcom (M) Sdn Bhd
Central Forwarding Agency Sdn Bhd
Century Total Logistics Sdn Bhd
Chemopharm Sdn Bhd
CIMB Bank Berhad
CL Computers (M) Sdn Bhd
CMCM Perniagaan Sdn Bhd
CNI Enterprise (M) Sdn Bhd
Colgate-Palmolive (M) Sdn Bhd
Computer Systems Advisers (M) Berhad
Credit Guarantee Corporation (M) Bhd
CSC Malaysia
D G Kom Sdn Bhd
Dagang Net Technologies Sdn Bhd
Datacom South East Asia (M) Sdn Bhd
Datacraft Advanced Network Services Sdn Bhd
Dell Global Business Center Sdn Bhd
DHL Express (Malaysia) Sdn Bhd
Dialog Telekom Limited
Diethelm (M) Sdn Bhd
DiGi Telecommunications Sdn Bhd
Dumex (M) Sdn Bhd
East of Suez Holdings Sdn Bhd
ECM Libra Investment Bank Berhad
ECS Pericomp Sdn Bhd
Edaran Tan Chong Motor Sdn Bhd
e-Genting Sdn Bhd
Entellium Technologies Sdn Bhd
EON Bank Berhad
EPF Social Security Training Institute (ESSET)
EPIC-I Sdn Bhd
EPS Computer Systems Sdn Bhd
Ericsson Malaysia
Etiqa Insurance Bhd
Etiqa Takaful Bhd
Euratech (Malaysia) Sdn Bhd
Formis Software Dynamics Sdn Bhd
Fresenius Medical Care Malaysia Sdn Bhd
Frontline Technologies Malaysia Sdn Bhd
FSBM Mantissa (M) Sdn Bhd
Fuji Xerox Asia Pacific Pte. Ltd
Fujitsu (Malaysia) Sdn Bhd
Gagasan Carriers Sdn Bhd
Gapurna Technologies Sdn Bhd
Genting Information Knowledge Enterprise Sdn Bhd
Global Transit Communications Sdn Bhd
Group Associated (C&L) Sdn Bhd
Grundfos Pumps Sdn Bhd
Gucci (Malaysia) Sdn Bhd
Guinness Anchor Berhad
HeiTech Padu Bhd
Hewlett-Packard Sales (M) Sdn Bhd
Hilton Petaling Jaya
Honda Malaysia Sdn Bhd
ICI Paints (Malaysia) Sdn Bhd
IITC Global Technology Sdn Bhd
IMU Education Sdn Bhd
InfoConnect Sdn Bhd
ING Insurance Bhd
interTouch (Malaysia) Sdn Bhd
iPerintis Sdn Bhd
Islamic Banking and Finance Institute Malaysia Sdn Bhd
ISS Consulting (M) Sdn Bhd
IT-365 Malaysia Sdn Bhd
ITApps Sdn Bhd
Jabatan Pengangkutan Jalan
Jabatan Pentadbiran Latihan
Jebson & Jessen Communication Solutions (M) Sdn Bhd
Johnson Controls (M) Sdn Bhd
Kannal Solutions Sdn Bhd
Keretapi Tanah Melayu Berhad
Kolej Yayasan UEM
Kualiti Alam Sdn Bhd
Kurnia Insurance (M) Bhd
Lafarge Cement Sdn Bhd
Majlis Amanah Rakyat (MARA)
Malayan Banking Berhad
Malayan Cement Industries Sdn Bhd
Malaysia National Insurance Berhad
Malaysian Assurance Alliance Berhad
Maxfame Technologies Sdn Bhd
Mayban Fortis Holdings Berhad
Mayban General Assurance Berhad
MBF Cards (M) Sdn Bhd
McKinnon & Clarke Sdn Bhd
MEASAT Satellite Systems Sdn Bhd
Media Prima Berhad
MEPS (1997) Sdn Bhd
Mesiniaga Bhd
Mexter MSC Sdn Bhd
Mid Valley City Sdn Bhd
MISC Berhad
Mitsui-Soko (M) Sdn Bhd
MnEBay (M) Sdn Bhd
MNRB Holdings Berhad
Modipalm Engineering Sdn Bhd
MOHR
Malaysian Life Reinsurance Group Bhd
Multimedia College
N2N Connect Berhad
NCH Corporation (M) Sdn Bhd
NEC Corporation of Malaysia Sdn Bhd
Netstar Advanced Systems Sdn Bhd
OCBC Bank (M) Bhd
OMD (M) Sdn Bhd
Optimal Chemicals (M) Sdn Bhd
Oracle Corporation (M) Sdn Bhd
P&O Global Technologies Sdn Bhd
PanGlobal Insurance Berhad
Paradigm Systems Berhad
Pembangunan Sumber Manusia Berhad
Perbadanan Bekalan Air Pulau Pinang
Permec Corporation Berhad
Pharmaniaga Logistics Sdn Bhd
Plus Expressways Berhad
Power Innovations Sdn Bhd
Premier Lubricants (M) Sdn Bhd
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Prudential Services Asia Sdn Bhd
Rangkaian Segar Sdn Bhd
REDtone Telecommunications Sdn Bhd
Rentwise Sdn Bhd
RHB Bank Berhad
Ricoh (Malaysia) Sdn Bhd
Rohas-Euco Industries Bhd
SAINS Sdn Bhd
Samsung Malaysia Electronics (M) Sdn Bhd
Sapura Research Sdn Bhd
Sarawak Information Systems Sdn Bhd
SCAN Associates Berhad
Scope International (M) Sdn Bhd
Shangri-La Hotels Marketing Sdn Bhd
Shell IT International Sdn Bhd
Shell Malaysia Trading Sdn Bhd
Signature Manufacturing Sdn Bhd
Skynet Worldwide (M) Sdn Bhd
SnT Global Services Sdn Bhd
Sony BMG Music Entertainment
Southern Bank Berhad
Standard Chartered Bank
Star Publications (Malaysia) Berhad
Sumiso (M) Sdn Bhd
Sun Media Corporation Sdn Bhd
Sunway Holdings Bhd
Sunway Pyramid Sdn Bhd
Suruhanjaya Syarikat Malaysia
Takaful Ikhlas Sdn Bhd
Taylor's College Sdn Bhd
Teknicast Sdn Bhd
Teknik Janakuasa Sdn Bhd
Teledirect Telecommerce Sdn Bhd
Telekom Sales & Services Sdn Bhd
Telekom Smart School Sdn Bhd
Telshine Sdn Bhd
Tenaga Nasional Berhad
The Media Shoppe Bhd
The Nielsen Company (Malaysia) Sdn Bhd
TIME dotCom Bhd
TM Asia Life (Malaysia) Berhad
Tokio Marine Insurans (M) Bhd
TT dotCom Sdn Bhd
Tycos Fire, Security & Services Sdn Bhd
UCB Pharma Asia Pacific Sdn Bhd
UEM Academy Sdn Bhd
United Overseas Bank (M) Berhad
University of Malaya
VADS Berhad
ViewPoint Research Corporation Sdn Bhd

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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

(NOT Inclusive of 6% GST)

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Price is inclusive of all materials, lunches and tea-breaks

****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 +603-7728 2620

Bank Draft:

Payable to **ATCEN SDN BHD** and courier to:
D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
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

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.

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Corporate Sales Consultant: SHERA

Invoice Number:

Invoice Date: