

# CONVERSATIONAL ENGLISH FOR CUSTOMER SERVICE DELIVERY WORKSHOP

**Date** : 3<sup>rd</sup> – 4<sup>th</sup> May 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:**

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

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

# Conversational English for Customer Service Delivery Workshop

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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  
Pernecc 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  
Tyco 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

# Conversational English for Customer Service Delivery Workshop

3<sup>rd</sup> – 4<sup>th</sup> May 2016, Vistana Hotel, Kuala Lumpur

## 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](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: