CERTIFICATE PROGRAMME ON CUSTOMER SERVICE TRAINING FOR TRAINERS

DESIGNED FOR

Training Managers and Training Officers
 Human Resources Managers and Executives
 Customer Service Managers

 Sales & Marketing Managers
 Quality Managers

INTRODUCTION

Ensuring a high level of customer satisfaction is the most critical strategy of each corporation in meeting the fierce competition in the years ahead. Customer Service is not only to enhance customer satisfaction and to build up corporate image, but also to develop the most valuable asset of an organization - converting one-time customers into loyal ones. Training up customer contact staff with appropriate competencies to meet and exceed customer expectations is the most essential focus among those managers and supervisors in the coming decade. This Programme is designed to meet the above mentioned needs and to ensure that participants will acquire the practical and how-to skills to design and conduct an effective and tailor-made customer service training programme for the staff within their own organization. The lecturer will have plenty demonstrations on actual and effective customer service training design so that participants can benchmark the best practices. The Programme will also provide all participants with a common forum to share their experience in organizing the customer service training programme in their respective corporations. Emphasis will be put on the discussion of various strategies in building a system for a better customer service culture in their organization.

OBJECTIVES

Upon completion of the programme, participants will be able:

- to identify the customer service training needs in their corporation
 to learn how to design and tailor an effective customer service
- training programme in their corporationto develop practical means of evaluating the effectiveness of a customer service training programme
- to develop and document strategies on reinforcing the performance of the customer service staff
- to benchmark the excellent companies in organizing strategic customer service training programmes

LANGUAGE MEDIUM

Cantonese (supplemented with English terminology) Course manuals will be in English

ENQUIRIES

For enrolment and general enquiries, please contact 2774-8501 (Customer Service Department) or via fax 2774-8503. For course details, please call Ms Ann Poon on 2774 8576 or Ms Candy Ho on 2774 8554; or visit the HKMA website: www.hkma.org.hk/cert.

DATES AND TIME

Wednesday 26 May; 9, 23, 30 June; 7, 14, 21, 28 July; 4 August 2010 7:00 pm - 10:00 pm (Please note that <u>No</u> class will be held on 2 June 2010)

FEE

Member: HK\$2,850 Non-member: HK\$3,050

VENUE

CYMA Charity Fund Management Development Centre 2-4/F Pico Tower 66 Gloucester Road Wanchai HONG KONG

AWARD OF CERTIFICATE

- A participant who has:
- 1. maintained a minimum of 70% attendance of total lecture hours;
- 2. passed the mid-term exercise; and
- 3. passed the final project

will be awarded a "Certificate in Customer Service Training for Trainers".

LECTURER

Mr Raymond Fung is currently a customer service, training and human resources consultant. He was the Head of Training Department in one of the airline related companies and the Training Director in one of the leading service organizations in Hong Kong. The leader holds double master degrees in Personnel Management and Business Administration. He also possesses a professional qualification in training management. The leader has many years of extensive management training and human resources training experience and has trained up more than 3,500 managers and executives in the past ten years in various tertiary institutions both in Hong Kong and overseas. His commitment to training professionals leads him to receive several training awards.

CONTENTS

IDENTIFICATION OF CUSTOMER SERVICE TRAINING NEEDS IN CORPORATIONS (在機構推行顧客服務培訓的需要指標) Customer Feedback Survey Training Needs Analysis Survey for Service Performance Service Attitude Survey

- Organizational Functional Audit and Review
- Problem Centre Approach
- Performance Appraisal
- Benchmarking of Service Standards

DESIGNING AND TAILORING AN EFFECTIVE CUSTOMER SERVICE TRAINING PROGRAMME (為公司度身訂造一套有效的顧客服務培訓課程)

- Writing Training Objectives
- Conceptual Model for Designing a Customer Service Training Programme
- Adult Learning Principles
- Experiential Learning Approach in Changing Service Attitude
- Key Training Points, Session Plan, Methodologies, Participant Manual, Visual Aids, Handouts
- Writing Case and Role Play Scenarios

3. PROFESSIONAL CUSTOMER SERVICE TRAINING SKILLS (顧客服務的專業培訓技巧)

- Presentation Skills in Hospitality Training
- Lecturing Skills in Sharing Customer Service Concepts, Successful War Stories and Service Research Findings
- Facilitating Skills in Customer Service Case Studies
- Using Structured "Customer Shoe" Experience and Management Game
- Applying Customer Service Stories
- Opening Skills in Customer Service Ice-breaking Activities
- Closing Skills in Professional Customer Service Staff Character

4. DESIGN AND DEMONSTRATION OF MANAGEMENT AND SUPERVISORY TRAINING SERIES (顧客服務訓練系列的設計及示範)

(The Course Leader will show and demonstrate the course design and process of the following customer service training topics and the topics as demonstrated will subject to the final confirmation upon the actual needs of course participants)

- a. Module 1: Fundamental Concepts of Quality Customer Service
 - Benefits of Delivering Excellent Service to the Customers of the Company
 - Concepts of Quality Customer Service: Basic, Support and Enhanced Service in Each Service Contact Point of the Company
 - Quality Customer Service Interaction Steps
 - Moment of Truth: Critical Moment in the Service Process/Service Chain
 - □ Reasons for Losing Customers
- Module 2: Professional Customer Service Manners
 Enthusiastic, Professional, Consistent, Flexibility, Interactive, Spontaneous, Respectful
- c. Module 3: Professional Customer Service Interaction Skills
 - Do and Don't of Professional Service Interaction Skills
 - Magic and Professional Service Language
 - Greeting & Reception Skills
 - Developing Conversations with Customers
 - Essential Rapport Skills with Customers:
 - □ Active Listening Skills
 - Re-framing Skills

- □ Praising Skills and Model
 - □ Summarizing Skills
 - Contracting Skills
 - □ Matching and Feedback Skills
 - Essential Telephone Standards At Work
- Module 4: Handling and Dealing with Irate Customers
 Psychological Perspective on Personality Types of Customers
 - Different Strategies in Handling Personality Types of Customers
- e. Module 5: Assertiveness in Customer Service
 - Aggressive, Assertive and Submissive Behaviour When dealing with Difficult Customers
 - Advantages of Adopting Assertive Behaviour
 - □ Your Assertiveness in Service Delivery
 - □ Assertive Language and Body Language
 - How to Say "No" to Customers
 How to Set Limits to the Customer
 Skills Practices to Rehearse Assertive
- Skills Practices to Rehearse Assertive Behaviour
 f. Module 6: Handling Difficult Customer Situations and
 - Customer Complaints Effectively
 - □ The Basic Nature of Customer Complaints and Difficult Customer Situations
 - Benefits of Handling Customer Complaints and Difficult Customer Situations Professionally
 - Case Study on Handling Typical Customer Difficult Situations and Customer Complaints in the Company
 - Psychological Perspective in Handling Customer Complaints and Difficult Customer Situations
 - Skills of Calming Own Emotional Feelings
 - Techniques of Handling Irate and Angry Customers over the Phone
 - Do and Don't in Handling Customer Complaints and Difficult Customer Situations
 - Professional Skills and Steps in Handling Customer Complaints and Difficult Customer Situations
 - □ Skills Practice of Participants

DEVELOPMENT OF SERVICE STANDARDS (撰寫「服務標準」技巧)

- Skills and Guidelines
- Benchmarking of Quality Service Standards of Reputable Organizations
- Writing Service Standards Practice for Own Company
- Communication of Service Standard via Training

(發展策略性的顧客服務策略)

- Customer Perspective, Leadership Perspective
- Process System Perspective, People System Perspective
- Successful Stories

8. BENCHMARKING THE EXCELLENT COMPANIES WHICH INITIATE CUSTOMER SERVICE TRAINING AND STRATEGIES

(參考及借鑑成功顧客服務訓練的例子)

- Winning Programme in Award for Excellence in Training in Hong Kong
- Demonstration of World-class Customer Service Management Game

CERTIFICATE PROGRAMME ON CUSTOMER SERVICE TRAINING FOR TRAINERS 顧客服務培訓證書課程 CB-A0036-2010-1-P 26 May - 4 August 2010 Member: HK\$2,850 / Non-member: HK\$3,050

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ENROLMENT FORM *Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given. The Association will issue certificates based on the details and name format as given in this form.

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