

**MARCH**

**6-7**

GRAND DORSETT **SUBANG**

**APRIL**

**22-23**

G GURNEY **PENANG**

A 2-DAY COURSE ON

# ENHANCE CUSTOMER SERVICE SKILLS THAT CONTRIBUTE TO CUSTOMER RETENTION

## HIGHLIGHTS

- Introduction
- Module 1: Where Does Customer Service Starts And Stops?
- Module 2: Falling In Love And Staying In A Relationship.
- Module 3: Correctly Focus On What Matters To Your Customers.
- Module 4: Address The Emotional Side Of Customer Interactions.
- Module 5: Empathetic Conversation.
- Module 6: The Powerful Ps.
- Module 7: Low-Effort Customer Experience.
- Module 8: What Are Our New Strategies?



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bridging present and future  
organizational needs.



## INTRODUCTION

Companies prioritizing better quality customer service are positioned to provide an outstanding customer experience that leads to loyal customers. Providing quality customer service is the cornerstone of a successful business. Customers buy from a company because it offers quality products, great value, or an attractive brand. However, they tend to leave the company if it fails to meet their customer service expectations.

To cater to the needs of customer service professionals, a specialized course has been designed to provide in-depth knowledge about the subject. The course delves into various strategies and practices that can help enhance the customer experience, focusing on key skills that enhance the customer's experience and keep them doing business with you.

The course has a future-focused theme, "What Are Our New Strategies?" which explores how professionals can improve customer service skills and create new strategies to improve service quality levels today while striving for future-focused approaches.

By focusing on retention-driving customer service practices and strategies, businesses can ensure that they are in the best position to provide an outstanding customer experience. This, in turn, will lead to customer loyalty and retention, which are critical factors for long-term business success.

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## WHO SHOULD ATTEND

- Client-facing Professionals
- Front Liners
- Customer Service Representatives
- Executives & Managers

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## METHODOLOGY

In this programme, participants will be able to enhance their abilities through a comprehensive learning system that features well-defined goals. The program encourages active participation via various techniques like mind mapping, role-playing, group exercises, and quizzes.

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## AFTER COMPLETING THIS TRAINING, PARTICIPANTS WILL BE ABLE TO:

- Understand how and where customer service begins and ends in their organization, and the role they play.
- Link customer service to customer experience and customer loyalty or disloyalty.
- Form a good positive first impression with customers in various communication channels.
- Articulate what is important to their customers about customer service.
- Address the emotional side of customer interactions client and self.
- Apply the personality model and learning styles as a basis for crafting communication.
- Apply the right communication channels for various types of information-sharing.
- Demonstrate the ability to be an empathetic communicator, catering to challenging situations.
- Sound authentic and welcoming instead of robotic.
- Project professionalism, confidence, and clarity to build trust with customers.
- Understand and discover low-effort customer strategies and their relevance to customer service and experience.
- Aware of future-focused approaches to go from good to great.



### TRAINER'S PROFILE

**SHARON LEE**

**SENIOR TRAINER & COACH**

**HRDF CERTIFIED**

Sharon Lee is the creator of Red Salt Consultancy, an expert with three decades of experience in communication, customer experience, public speaking, sales, and branding. During this time, she has implemented strategies to prioritize customers, manage their journeys, and meet their needs.

Sharon believes that good communication skills are essential for excellent customer service. Effective communication in customer service entails responding effectively in writing, listening, body language, and in making each encounter for the customer, a low effort one.

Sharon always keeps the customer at the forefront of her mind to deliver exceptional customer experience. As she likes to say, "It's much easier to retain current customers than to acquire new ones."

Sharon's professional experience was with multinationals such as Johnson & Johnson, GlaxoSmithKline, and Fonterra Brands.

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## DAY 1

### 0900 INTRODUCTION

#### 0915 **MODULE 1: WHERE DOES CUSTOMER SERVICE STARTS AND STOPS?**

- Where Does Customer Service Begin? What Is Our New Answer?
- From Customer Service to Customer Experience.
- Mapping Your Customer's Journey and Touch Points.

1030 Morning Coffee

#### 1045 **MODULE 2: FALLING IN LOVE AND STAYING IN A RELATIONSHIP**

- The First Impression: Posture, Voice, Pace, Pronunciation.
- Love At First Sight.

#### 1145 **MODULE 3: CORRECTLY FOCUS ON WHAT MATTERS TO YOUR CUSTOMERS**

- The Drivers of Customer Loyalty and Customer Disloyalty.
- What Do Your Customers Value?

1300 Lunch

#### 1400 **MODULE 4: ADDRESS THE EMOTIONAL SIDE OF CUSTOMER INTERACTIONS**

- Emotionally Intelligent Behaviors in A Call Centre.
- Regulating Your Own Emotions.
- Understanding Different Personalities and Communication Styles.

1530 Afternoon Tea

#### 1545 cont. **MODULE 4: ADDRESS THE EMOTIONAL SIDE OF CUSTOMER INTERACTIONS**

- Picking the Right Communication Style and Channels for Every Customer.

1700 End of Day 1

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## DAY 2

### 0900 **MODULE 5: EMPATHETIC CONVERSATION**

- Empathy: Making the Communicator Feel Considered.
- Reframing Your Dialogue to Overcome Problems.
- What Can You Say to Reduce Customers' Anxiety and Stress?

1030 Morning Coffee

### 1045 cont. **MODULE 5: EMPATHETIC CONVERSATION**

- Sound Authentic, Not Like a Customer Service Robot.

### 1115 **MODULE 6: THE POWERFUL PS**

- Answer the Call Professionally.
- Positive Phrases to Set the Tone of the Conversation.
- Solve Customer's Issues by Communicating with Precision.

1300 Lunch

### 1400 cont. **MODULE 6: THE POWERFUL PS**

- Politely, Saying 'No'.
- Professionally Tell a Customer You Need More Time.

### 1445 **MODULE 7: LOW-EFFORT CUSTOMER EXPERIENCE**

- Reduce the Need for Repeated Calls
- Minimize Channel Switching by Increasing "Stickiness."

1530 Afternoon Tea

### 1545 **MODULE 8: WHAT ARE OUR NEW STRATEGIES?**

- Strategies to Use Feedback from Disgruntled or Struggling Customers.
- Empowering The Front Line to Deliver a Low-Effort Experience.

1700 End of Course

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REGISTRATION FORM

Enhance Customer Service Skills That  
Contribute To Customer Retention

PLEASE TICK WHERE APPLICABLE

- ☐ MARCH 6-7 ➡ SUBANG
- ☐ APRIL 22-23 ➡ PENANG

HRD CORP CLAIMABLE COURSE: TRAINING PROGRAMME NO: 10001372452

COMPANY NAME

COMPANY ADDRESS

NATURE OF BUSINESS

MEMBER OF HRD CORP?

☐ YES

☐ NO

COMPANY SIZE

☐ 1-29

☐ 30-69

☐ 70-99

☐ 100-149

☐ 150-199

☐ 200+

CONTACT PERSON

TEL

MOBILE

EMAIL

APPROVING MANAGER NAME

TEL

MOBILE

EMAIL

DELEGATE 1 FULL NAME

POSITION

TEL

MOBILE

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DELEGATE 2 FULL NAME

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DELEGATE 3 FULL NAME

POSITION

TEL

MOBILE

EMAIL

DELEGATE 4 FULL NAME

POSITION

TEL

MOBILE

EMAIL

DELEGATE 5 FULL NAME

POSITION

TEL

MOBILE

EMAIL

COURSE FEES

The fee per person is RM1695.

The full fee is required with your registration. The fee includes luncheon, coffee / tea breaks, course manual, and certificate of completion.

2 persons registered are entitled to a 10% discount.

TERMS & CONDITIONS

1. Registration & Fees Policy.

Registration is confirmed once registration form is received via email. All Payments /Undertaking Letters / Local Order (LO) / Letter of Approval must be made available and presented prior to the course.

2. Cancellation Policy

Any cancellation must be received in writing within 7 working days prior to the course else full payment will be imposed. Any no-show by registered delegates will be liable for full payment of the course fees.

3. Disclaimer & Program Changes Policy

Trainmode Sdn Bhd reserves the right to amend or cancel the course due to circumstances beyond its control. We reserved the right to modify the advertised topics or course timing whenever necessary.

PAYMENT TRANSFER BANK DETAILS

Account name

TRAINMODE SDN BHD

Account number

14100015214

Bank Name

Hong Leong Bank Berhad

CONTACT US

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OUR LOCATIONS

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14000 Bukit Mertajam, Penang

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