

THE POWER OF EFFECTIVE COMMUNICATION IN CUSTOMER SERVICE

Date: 4th December 2013 (Wednesday)

Time: 9.00am – 5.00pm (Registration Starts At 8.30am)

Venue: Zon Hotel, The Zon All Suites Residences On The Park,
Jalan Ampang, Kuala Lumpur (HRDF FUND CLAIMABLE)



HOW WILL YOU BENEFIT?

By the end of the program, participants will be able to:

- ◆ Describe the importance of communication and how it affects business results.
- ◆ Learn how to use communication strategies to enhance self-esteem of employees and motivate them to take on new challenges and manage change effectively.
- ◆ Acquire the skills on how to ask the right questions to gather information and to check whether your message has been understood.
- ◆ Create a win-win situation by applying human relationship principles when dealing with customers, staff, colleagues and supervisors.

WHO SHOULD ATTEND?

This course is suitable for Middle Management staff including managers, assistant managers, engineers, executives and junior executives who wants to improve their communication skills.

PROGRAM DELIVERY & METHODOLOGY:

This course will be conducted via group interaction, individual exercise, case studies, role-play, lectures and video/ films.

PROGRAM KEY CONTENTS:

Module 1 – The Power Of Communication In Customer Service

- What is communication?
- What is interpersonal communication?
- The four outcomes in any relationship
- Challenges to communication
- Barriers to communication
- Defining customer service
- 3 elements of customer service
- Shift of customer service
- The development of service culture
- Promoting a healthy service culture in your workplace
- Functions of Communication process
- Identifying common communication problems at work

Module 2 – Seek To Understand & Ask The Right Questions

- Define listening
- Identifying common communication problems at work
- Barriers to listening
- Techniques to become an effective listener
- Levels of listening : (Ignoring, Selective, Pretend, Attentive , Empathic)
- Why asking the right question is important for effective oral communication?



Trainer's profile

Leelavathi Subramaniam

Leela is a trainer, speaker and consultant both in the local and international circle. She uses real life examples and interactive exercises making her presentation alive and easily understood.

Leela has 24 years of working experience ranging from banking to sales force and manufacturing and education before embarking into training and consultancy. She started her career in the banking industry and pursue further into MNC and education, having held positions as Bank Executive, Training Executive, Sales Manager, Training Manager, HOD and Training Consultant. She has real indepth experiences of many industries namely MNC's, SME and SMI's and its full deployment of task and people management. She has trained many participants from Asia Pacific, Middle East, Dubai, Oman, India, CHINA and the African Country like SUDAN.

Leela enhances her training with exposure to organizational changes, human capital development and performance towards productivity. Her training in soft skills links with Strategic Management Competency and leadership development work experience includes Coaching New business development, improving Customer Focus and service lead time Creativity and Innovation, motivation and change, leadership, and performance management. Leela's inspiring training has always been evaluated "excellent", exciting, fun and learning made easy to apply. Leela is a certified NLP practitioner and Neuro Semantic as well as Hypnosis and Time Lines.

Leela's Academic And Training Qualifications:

- *MBA(USA) Southern Pacific
- *BBUS (HRM / INTL BUSS) Tasmania, Australia
- *CIM (UK)
- *Diploma in Banking & Finance IBBM
- *Leela is a registered trainer with FMM-IM.
- *Certified – Customer Service Trainer
- *Certified –TESOL (Teaching English for Speakers of Other Language)
- *Certified- Leadership Development Consultant by Navigator International Corporation
- *Certified - Corporate Coach Trainer - Corporate Coaching Centre of Malaysia
- *Certified - Train the Trainer – Human Resources Development Centre TTT/0245
- *Certified – NLP Practitioner and Neuro –Semantics Hypnosis and Time Line Therapy

Leela has developed the full spectrum of TNA consultancy, coordinated and conducted training programs for the Corporate & manufacturing industries for the past 15 years.

Module 3 – Communication Techniques To Sustain And Improve Results

- The power of words
- 4 types of people
- Defining words
- Neutral words & Action words
- Make your words precise, powerful and memorable
- Understand human self-esteem

Module 4 - Communication That Wins Customers

- Positive verbal communication
- Ensuring 2 ways of communication
- Avoid negative words
- Project a positive image
- The importance of feedback
- Nonverbal communication
- Role play practice using 3 communication techniques

Module 5 – Maintaining & Enhancing Relationships At The Workplace

- 4 types of personality
- Taking responsibility for interpersonal relationships
- Strengths & weaknesses of each personality
- Managing different personalities
- The outcomes of a relationship
- How to create win-win situations
- 3 communication techniques related to human self esteem
 - Maintain and enhance self-esteem
 - Listen and respond with empathy
 - Ask for help and encourage involvement



REGISTRATION FORM

Venue: Zon Hotel, The Zon On The Park, Jalan Ampang, Kuala Lumpur

Date: 4th December 2013 (Lunch & Tea Breaks Included)

Time: 9.00am – 5.00pm (Registration: 8.30am)

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HRDF FUND CLAIMABLE

Programme Fee RM999 per pax

No. Of Persons

Kindly complete and fax this form before 25th November 2013 at: +603 7966 2838

Organization

Contact Person

Designation

Email

Phone / Fax

_____/_____

Official Company Stamp and Address

No	Name (Mr/Ms/Mrs)	Designation	Email
1	_____	_____	_____
2	_____	_____	_____
3	_____	_____	_____

PAYMENT METHOD

CHEQUE (Kindly Fax Bank Slip to +603 7966 2838)

LOCAL ORDER

TERMS & CONDITIONS

- I. Full payment shall be made upon registration.
- II. Registration fees is inclusive of course materials, certificate of attendance, lunch and refreshments.
- III. Job Hunt Training reserves the right to reschedule, make changes to the programme, venue, speaker and/or topic, or cancel the event due to unforeseen circumstances.
- IV. No refund will be affected for any cancellations upon registration.
- V. Replacements and representatives are allowed, however the fees paid are not refundable.
- VI. Upon Submission of this registration form, you undertake to have read and understood the terms and regulations of the Registration Policies.

Account Name

JOB HUNT TRAINING SDN BHD

Option #1

PUBLIC BANK BERHAD
Account No: 38107 85727

Option #2

MAYBANK BERHAD
Account No: 5127 5431 7213

Book your place: Call Steven at 013-3851975

Ms. Ho Kit Peng

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Organised By:

