



MARKETING
INSTITUTE OF
SINGAPORE

SERVICE EXCELLENCE

Customer Service – Gaining the Advantage

Why You Should Attend This Course:

Like a game of chess, smart customer management requires intelligent strategies without unnecessary moves, moves that will cost you in the long run. In the fast changing environment, having job competency or knowledge to use the latest technology is insufficient to provide customer satisfaction. With the right strategies and skills, the organisation will have the ability to stay ahead of the change curve to identify opportunities and respond effectively to customers. Learn how you can create an impact on customer's satisfaction and gain customer loyalty.

Learning Outcome:

- Master the formula for customer satisfaction
- Techniques for communicating and responding effectively with customers
- Manage difficult situations
- Move beyond service and satisfaction for the competitive advantage
- Implement strategies to retain customers and increase customer loyalty
- Develop effective interpersonal communication and problem solving skills

Course Outline:

Day 1

- The Inner Game of Customer Satisfaction – Qualities of Service Professionals
- Formula for Customer Satisfaction – Expectations of Today's Customers
- Setting Customer First Objectives – Analysing Customer Needs
- Understand the Importance and Impact of Serving Both Internal and External Customers
- Effective Customer Communication Skills – Creating First Impressions
- Developing a Customer Focused Culture – Service Standards of Excellence
- Understanding and Responding to Different Customer Personality

Day 2

- Managing Customer Expectations
- Problem Solving Techniques for Customer Satisfaction
- Managing Difficult Situations and Customers' Complaints
- Creating Customer Focused Business Processes
- Making Customer Focused Decisions – Adding Exceptional Value
- Simple Strategies and Ideas to Satisfy Customers
- Service Reviews to Build Relationship and Customer Loyalty

Trainer's Profile:

Stephanie Lau graduated with a Bachelor of Arts (Hons) in English Language and Japanese Studies from the National University of Singapore and has attained the Advanced Certificate in Training and Assessment (ACTA) awarded by IAL (WDA).

She has more than 15 years of experience in public service. Her public sector portfolio was diverse, having undertaken different appointments spanning finance and administration, policy review and development, human resource management and development, instructional design and development, and training delivery and facilitation.

She was the Management Representative and key driver for the People Developer Standard (PDS) Certification and managed the Learning and Development functions for two of her previous organisations – Ministry of Transport (MOT) and Civil Service College (CSC). In addition, she was also responsible for the formulation and enhancement of Career Development and Talent Management frameworks in MOT, CSC and National Environment Agency. With the education, experience and exposure gained during her stint with various organisations, she has designed numerous training programmes for different organisations.

Stephanie has completed projects in strategic HR issues, learning framework auditing, learning design & development, and training for organisations such as the CPF Board, Standard Chartered Bank, Singapore Cooperation Enterprise, Temasek Holdings Pte Ltd, Baumer (Singapore) Pte Ltd, Rainbow Centre, Singapore, Solutions@Work and ASK Training Pte Ltd (Singapore Police Force and Ascendas Pte Ltd).

Her key areas of competency include sales training, customer service, interpersonal communications, marketing communications, leadership, team building and services marketing. She is also an accredited trainer with the Centre for Communication and Sales Training Pte Ltd.

Date:

1–2 Mar 2012

24–25 May 2012

Course Fees:

S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Customer Service – *Gaining the Advantage*

1–2 Mar 2012 24–25 May 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
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