

**PROGRAMME SUMMARY**

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**TITLE OF TRAINING PROGRAM**

Creating Competitive Edge through Service Quality (Customer Service)

**TARGET GROUP**

Personnel dealing with customers on daily basis.

**DURATION**

2 days

**COURSE OBJECTIVE/S**

Upon successful completion of this course, the participants will be able to

- Identify the role of service quality in helping organizations gain a competitive edge
- Acquire principles for providing excellent service
- Gain a better awareness towards being customer focused
- Understand the elements needed to have a service mindset
- Identify how excellent internal partnership will impact their organization's quality service
- Identify how they can contribute to their organization's service commitment
- Identify various ways for them to increase their value to their organization to ultimately gain a competitive edge
- Establish interactive communication with customer
- Establish positive customer perception.
- Establish customers needs and expectations
- Suggest solutions to exceed customers' needs and expectations
- Apply the 'I Will' factor of exceeding expectation

# SELANGOR HUMAN RESOURCE DEVELOPMENT CENTRE

## TRAINING PROGRAM OUTLINE

### Day 1

#### **Create the Service Quality Mindset**

- Why service quality is critical to the success of the organization
- Why customer switch company and the importance of providing quality service
- Principles of excellent service
- Who are your customers
- How can your job make a difference to your organization
- How to enhance your internal service to co-workers
- Your job as a contribution rather than a task
- Your value is in your performance
- You are part of your organization's business
- Elements needed to enhance your service mindset
- Formulate action plans to enhance service mindset
- Formulate action plans to enhance internal and external service

### Day 2

#### **Create Positive Customer Experience**

- Introduction to creating positive customer experience through:
  - ▶▶ Positive customer contact
  - ▶▶ Meeting beyond customer's needs and expectations
- Positive customer contact through positive Moments of Truth
- My role to establish positive Moments of Truth
  - Core Skills
    - ▶▶ Verbal communication
    - ▶▶ Non-verbal communication
    - ▶▶ Listening Skills
    - ▶▶ Questioning skills
  - Behavior and Attitude
  - Environment
- Positive service experience through addressing customer's needs and expectations
- What does customers really want – Five basic aspects of service

## SELANGOR HUMAN RESOURCE DEVELOPMENT CENTRE

- My role to address customer's needs and expectations
  - ▶▶ Ask Questions
  - ▶▶ Listen Actively
  - ▶▶ Confirm Understanding
  - ▶▶ Offer Solutions
- The need to exceed expectations
- Hierarchy of customer value
- The 'I Will' factor in exceeding customer expectations
- Empowerment