

## **FULFILLING CUSTOMER SERVICES**

### **Overview of this Course:**

Nowadays, customer services management is no more an option or a fad, but a way of doing business credibly.

The value of customer service training is not to be under-rated, especially when organisations consider their participation in the global marketplace. Customer-service becomes the crux of doing business today. Well-trained customer service staff is fundamental in determining an organisation's overall business numbers.

#### **Staff Development**

Businesses and operations rely heavily on their personnel's performance. From the human resource viewpoint, acquiring an effective-performing customer service team is achievable through extensive hiring of highly experienced, customer orientated staff; or by getting existing employees to undergo comprehensive customer service development or CSD programme.

From the perspective of finance, CSD is the least expensive alternative or option that provides significant as well as lasting benefits in terms of performance that translates into income-growth and revenue-gains.

By observance and concept, staff work better when management provides their needs, and training is one such need. Workers who qualify for training programmes will be better equipped to do their tasks that benefit customers, and indeed the organisation itself.

Implementing sufficient customer service training programme enable employees to up their morale, where their confidence can go up, which in turn gives rise to job satisfaction, and worker-turnovers can be reduced significantly. All these in general will engender a service-orientated workforce that is responsive to the expectations and cravings of the various customers.

Good customer-service programmes improve the image of any organisation, not only from the customers' standpoint; but equally also from the view-point of the staff. Put in a layman's word, an organisation which invests on customer-service development programme reflects that tangible concern for its clients as well as for its workers.

#### **We transfer knowledge**

In RiskFirst Consultancy & Training Service, our motto is Knowledge = Theory + Experience. Talking about utilizing external training programme, our firm realise that internal training activities can provide opportunities for learning, considering the fast-paced changes that are

happening all the time for all industries. Our training specialise in results-oriented learning, and our Facilitator delivers based on his hands-on experience in customer-service management.

Permitting staff to undergo training outside of the scope of their office opens up enriching learning experience for them, even if they do not need to perform direct customer-service functions in their routine tasks/roles. Such learning opportunities also puts key personnel in position to gain sufficient proficient knowledge. This will add on to the organisation's own inventory of practices and techniques. This transfer of knowledge and skills becomes pivotal in engaging the workforce to acquire new technologies, and out-of-the-box solutions for the operations/business, especially in the field or concern of customer-relationship.

The fact is obvious, and that is, customer service training is essential and indeed beneficial to any operations/business. This mindset cannot be over-emphasized. Capitalising on the many benefits of customer-service training produces knowledgeable and responsive labour force that is of course an organisation's great asset.

Fulfilling Customer Services will enable an organisation to achieve this ultimate in business patronage i.e transforming or metamorphosing (i) a user to (ii) a customer to (iii) a client, and ultimately to (iv) an advocate.

### **Who should attend**

- Executive as well as non-executive/independent directors.
- Heads of Sections, Departments, Regions, Branches.
- Company secretaries,
- Public Relations and Corporate Affairs personnel .
- Admin Officers/managers.
- Marketing, sales, front-line personnel.
- Accountants/Finance Managers, Credit controllers.
- Supervisory, back-office support personnel.
- Facility Management personnel.
- Human Resources Officers/managers, Training officers/managers.
- Operations, Finance, Business, Management consultants/advisors.
- Risk Officers/Managers.
- Auditors.
- Compliance Officers/Managers.
- Academicians, college tutors/lecturers/professors.

### **Benefits of attending**

- You will recognise practical customer service management (CSM) concepts.

- You learn to apply meaningful & friendly CSM and controls.
- You can understand cost-effective CSM programme.
- You will be able to make your customers more loyal to your products/services and to your organisation.
- Your customer satisfaction and retention will be enhanced.

**Complimentary management books for all participants:**

- Participants will receive complimentary copies of 2 relevant management books written by Dr Joseph Eby Ruin entitled “Managing Services, Credit, Finance and Debts”, and “Managing People and Business”.

Module	Topic
<b>1</b>	<b>CUSTOMER AND YOUR BUSINESS</b>
i	Who is a customer?
ii	Values and power of your customers
iii	Is customer always right?
iv	Moving your 4 levels of business patronage ...User to Customer to Client to Advocate
<b>2</b>	<b>MANAGE YOURSELF FIRST</b>
i	Look good yourself (tips for personal grooming and appearance)
ii	Know your staff/reporting and authority structure and mandate
iii	Keep your own information up to date
iv	How to get information
v	The basic cliché of ‘do unto others’ ...if you do not like it, so too are your customers
vi	Questionnaires for getting and giving information
<b>3</b>	<b>KEEPING AFLOAT YOUR ORGANISATION’S GOOD IMAGE &amp; NAME</b>
i	Is this you in your organisation, who are your customers, and how do you serve them?
i	Believe in team effort
ii	Working with others
iii	Know your company’s busy period for that ‘extra’ effort in services
<b>4</b>	<b>PROFILING YOUR VARIOUS CUSTOMERS</b>
i	Different customers expect or crave for different needs

ii	Profiling your customers and knowing their needs
iii	The need to update your customers
iv	How to give information
<b>5</b>	<b>KEEPING YOUR CUSTOMERS' ADMINISTRATIVE RECORDS</b>
i	The need to keep customers' records
ii	How to improve your filing management
iii	Maintain updated records
iv	Good check list for your filing management
<b>6</b>	<b>MANAGING YOUR CUSTOMERS' DEMEANOURS</b>
i	Verbal and non-verbal signs
ii	Calming down angry customers
iii	Remain calm yourself
iv	Case study on balancing your company's need and your customers' needs
<b>7</b>	<b>SORTING CUSTOMERS' COMPLAINTS</b>
i	Handling complaints well
ii	Your composure for calmness in facing angry customers
iii	Your personal strength and weakness when dealing with customers
iv	What to do with customers' complaints
<b>8</b>	<b>DEALING WITH PROBLEMS</b>
i	Open and closed questioning
ii	Customers' legal rights
iii	Putting yourself in your customer's shoes
iv	Check what has gone wrong
v	Making decision
vi	Implement the decision made
vii	Case study: Questionnaires for problem solving and decision-making for customer's problems
<b>9</b>	<b>PRACTICAL WAYS TO IMPROVE CUSTOMERS' SERVICES</b>
i	Listen to customers
ii	Use feedbacks and act quickly
iii	Get necessary help
iv	Useful questions to ask yourself when responding to customers, their needs, and using their feedbacks
v	Case study: Tips and guides for using telephone

<b>10</b>	<b>ADDRESSING CHANGES &amp; IMPROVING EXISTING SERVICES</b>
i	Evaluate if changes are necessary for improvements
ii	Attend to all complaints
iii	Institute changes
iv	Are those changes 'improvements'?
v	Questionnaires for improvements
<b>11</b>	<b>GROUP DISCUSSION</b>
	On standards for customer services, and what do you need to do, or how do you do them?

### **The Course Facilitator**

**Dr Joseph Eby Ruin** {*FCCA(UK); CA(M'sia); Hon DBA-Mgt Phi (Kurst)*}.

*Joseph* graduated in ACCA(UK) in 1976, was an Associate Member in 1979, and elevated to Fellow Member in 1984. He is a member of The Malaysian Institute of Accountants since 1983. For his many publications of management books, newspaper articles, and the conference/seminar/workshop papers where he was invited to present his papers since 1996, he was conferred an honorary degree of Doctor of Business Administration (Mgt Philosophy) by Kursk State Technical University Russia in 2006. He was elected the Regional Director for the Malaysian Chapter of PRMIA (Professional Risk Mgrs' International Association) in November 2007. He was also a Committee-member of FAAM (Fulbright scholars Alumni Association of Malaysia), 2008-2009.

#### ***Executive/managerial experience:***

Joseph's executive and managerial career spanned the past 3 decades. Throughout this 30 years, he worked in 6 different banks as Branch Manager and later holding various posts at the corporate head office. He also worked in 6 non-banking organisations where he held various executive/ managerial capacities, as Head of Internal Audit/Chief Auditor and Secretary to the Board's Audit Committee. His last job before he retired in April 2007 was as the Chief Risk Officer/Head of Risk Management Division of a large Malaysian commercial bank.

He is now the Principal/Proprietor of RiskFirst Consultancy & Training Services.

#### ***Sabbatical work:***

He was awarded the US-sponsored Fulbright Professional Exchange Program in 1995/96. For this sabbatical in the US he was attached to the Institute of Internal Auditors Inc Head Office at Altamonte Springs Florida; where he participated in advanced auditing & corporate governance review workshops in Orlando Florida, Pheonix Arizona, Dallas Texas, and in Washington DC. In May 2004 he participated

in the intensive workshop/seminar on risk management at INSEAD Paris France.

***Speaker:***

From 1996 onwards, Joseph has been a regular speaker/facilitator/panel chairman for public and inhouse forums / workshops and conferences. He has accepted invitations to deliver his papers in **Kuala Lumpur** Malaysia, **Nairobi** Kenya, Mekong Institute Khon Kaen University Thailand, **Brunei**, **Melbourne** Australia, Fontainebleu **Paris** France, **Shanghai** China, **Sydney** Australia, **Bangkok** Thailand, **Mumbai** India, **Singapore**, **Phnom Phen** Cambodia, **Orlando** Florida, **Hong Kong**, **Mauritius**, **Beijing** China, **Manila** Philippines, **Hanoi and Ho Chee Min City** Vietnam, **Seoul** Korea , and in **Bali** and **Jakarta** Indonesia.

***Newspaper, journals, and management books:***

Since 1996 Joseph has contributed articles focusing on his areas of work. These articles are published in the local Malaysian newspapers (the NST) regularly, as well as in Malaysian business-magazines and professional newsletters/journals.

Joseph has todate authored 19 management-books, and among them are (i) Managing Services, Credit, Finance, and Debts, and (ii) Managing people and Business. They will be distributed to all participants of this Course.

***Customer Services practitioner:***

In his past 30 years of employment-career, when he managed branches and departments/divisions in the 6 financial institutions and 5 non-financial companies that he worked in, Dr Joseph Eby Ruin had to lead his team in availing effective and efficient customer services.

**Dr Joseph Eby Ruin's website is at : [www.riskfirstconsult.com](http://www.riskfirstconsult.com)**

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