

ADVANCED DISTRESSED CUSTOMER ENGAGEMENT 2024

Transforming Workable Strategies to Align and Manage Customer Expectations Successfully

26-27 February 2024 | Sheraton Imperial Hotel Kuala Lumpur

"Today's consumers do not buy just products or services - more and more, their purchase decisions revolve around buying into an idea and an experience." McKinsey & Company

Delivering effortless customer service & successful engagement requires a deep understanding of your customer's needs and preferences and the ability to provide a seamless experience. With so much competition in the market, customers expect nothing less than the highest level of service from businesses they choose to do business with. It may be difficult for employees to adequately respond to these demands in an environment shaped largely by uncontrollable external forces. Successful service is no longer a matter of mere technical proficiency. It is a combination of technical expertise, the ability to manage both information and people, and efficient communication. This workshop provides you with powerful new insights into customer behaviour and effective tools for creating lasting customer satisfaction.

Lucy McFadyen is one of Malaysia's renowned customer lead strategist and the Managing Director of Golden Space Institute with over 10 years of extensive hands-on corporate exposure with multinationals across Asia Pacific. Her stints moulded her into a rare breed of consultant who can effortlessly synthesise the business need and design and develop a solutions to achieve customer and business transformation. Her recent clients include: Berjaya University College, ERL Sdn Bhd, SP Setia Berhad, Accenture, KPMG, Sapura Berhad, Alliance Bank, AXA General Insurance, AXA Affin, Allianz General Insurance, Scania, Novartis to name a few.

By the end of the course, participants will:

- ▶ Create and adapt clear models for communication between their organization & its customers
- ▶ Understand how the pandemic has changed the world, and its' impact on customer engagement
- ▶ Manage extremely angry customers with personal confidence using the survival tool-kit
- ▶ Master the art of delivering bad news and rejections to customers
- ▶ Gauge workable 3-step method to deal with even the angriest customers
- ▶ Become the embodiment of an assertive and compassionate customer service personnel
- ▶ Understand various aspects of communication, and how to use it to create a great customer experience

OVERVIEW

ADVANCED DISTRESS CUSTOMER ENGAGEMENT® seeks to stimulate participants to gain new confidence in Customer Service Communication and increase effectiveness in handling complaints of dissatisfied and angry customers through workable strategies and survival tool-kits that can propel their team and company toward greater professionalism.

This revolutionary program inculcates into each participant through interactive learning activities, practical examples, real-life testimonies, role-playing, in a fun yet focused environment, which is designed to engage, equip and inspire personnel to take their delivery service to the next escalatory level.

PROGRAM OUTLINE

Day 1

SESSION 1: BUILDING RESILIENT CUSTOMER SERVICE MANAGEMENT IN WORKPLACE

- The importance of Customer Service Management
- Understand how the needs of customers have changed and evolved over time
- Learn the 3 main components that customers today need
- How Solid Strategy can help teams prepare for the future
- Recap on the importance of maintaining customer engagement

SESSION 2: UNCONSCIOUS POSITIVITY CULTURE

- Learn how an underlying culture of unconscious positivity will change your perception with complaints
- Audit your current department's positivity or negativity through introspection
- Discover the art of saying "Yes, but No" with ease
- Utilising the recommended positivity script and words to say YES or say NO to a customer
- As a team, work together to create 'unconscious positivity' statements

SESSION 3: YOUR SURVIVAL TOOL KIT (W-I-S-E)

- Discover and apply the customer service survival tool-kit to survive and thrive through any aggressive or angry customer
- In this session, learn how to handle your worst customer situations; and why it is the single most important skill you need to learn in your career
- Learn how to create a personal culture of inviting & embracing Criticisms
- Practice the four powerful levels of response in dealing with difficult customer situations
- Changing the way you relate to the customers using specific strategies will allow you to reconnect with them – even in most distressed situations
- Discover personal no-no catchphrases and pitfalls within the customer experience arena

Day 2

SESSION 4: MASTERING THE ART OF DELIVERING BAD NEWS

- Being in customer service means being the bearer of bad news occasionally
- Master the art of delivering 'No' or 'Rejections' to customers
- Learn the best way to expose people to bad news through systematic desensitization
- As a team, participants will explore this new skill and practice

SESSION 5: DEALING WITH ANGRY CUSTOMERS MASTERCLASS

- Understand the true nature of anger, and why it happens
- Learn the 3-step formula designed to ground even the angriest of customers
- Create your own investigative questions based on the examples given
- Collaboratively, practice the 3-step Formula to deal with all angry customers

SESSION 6: MASTERING YOUR PERSONAL PRESENCE

- Participants will audit their personal presence, through unique activities
- This session will prepare and enhance participants' confidence levels in dealing with people
- Master the art of personal presence and confidence
- Learn how by reacting confidently to a customers' fury is the best way to defuse any situation
- Take back control of distressed situations, by communicating well

SPEAKER PROFILE



LUCY C. MCFADYEN is one of Malaysia's renowned customer lead strategist and the Managing Director of Golden Space Institute with over 10 years of extensive hands-on corporate exposure with multinationals across Asia Pacific. Her stints moulded her into a rare breed of consultant who can effortlessly synthesise the business need and design and develop a solutions to achieve customer and business transformation. She is a dedicated professional trainer with 10 years' experience in the learning & development field. Lucy has helped many organizations in both private and public sectors to achieve new levels of effectiveness. Prior to this, Lucy built her career in the Finance industry with a Global Bank, where she accumulated vast knowledge and experience in Retail Banking & Sales strategy, Training and Human Resources. Despite her successes, Lucy realized that she has a bigger purpose in her life. Embarking on a journey of self-discovery, she travelled all over the world on the path of Mindfulness Meditation. Her own nature changed over the years; from negative, frustrated and lack of motivation - to positive, empowered and peaceful. Lucy runs multiple corporate meditation and training workshops merging business sense with heart sense namely; H.E.A.R.T. Selling Skills, Advance H.E.A.R.T. Selling Skills, Customer Service Excellence, Stress Management Workshops, Mindful Leadership and mindfulness sessions. These trainings focuses on changing her clients' heart-set towards their goals. If you want to create positive change in the mind-set & heart-set of your employees, Lucy's enlightening and engaging facilitation will get them there.

Her recent clients include: Alliance Bank, Sapura, SP Setia, KPMG, Berjaya University College, ERL Sdn Bhd, Accenture, Versalink, Systech Berhad, AXA General Insurance, AXA Affin, Scania, Novartis, Allianz General Insurance, Segi College and Entrepreneurs' Organisation (EO) Group amongst many others. She is also an internationally Certified Reiki Master, Certified Meditation Instructor and Globally-Trained Holistic Business Trainer. Lucy is passionate in merging business-sense with heart-sense. She believes that the connection with one's Heart can change one's own attitudes, beliefs and even success. Working with a thousand participants to date, she shares her expertise and energetic influence to ensuring a more compassionate business landscape.

Testimonials

"TANGO technique is practical and will definitely apply in my job. Lucy sessions are interactive and full of excitement". **GAS MALAYSIA ENERGY AND SERVICES**

"Training was 10/10. Perfect!" **TAKAFUL IKHLAS**

"Lucy is well equipped with experience and knowledge from both customer & enterprise perspective". **SAPURA BHD**

"The course gave me new ideas on how to deal and tackle customers effectively. Enjoyed the sessions". **BSN**

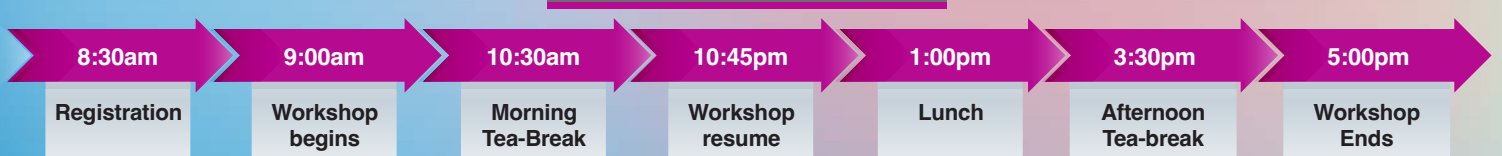
"Good workshop with real- life examples and fully practice-oriented".
NORMAH MEDICAL CENTRE

"Truly engaging sessions which gave me new insights to handling customers and how to have a simplified workable action plan". **ALLIANCE BANK**

WORKSHOP TIMING

Customer Service Executives, Managers, Directors, Complaint Handling Executives, Managers and Directors. Suitable for professionals in the profit and not-for profit arena where you need to handle stakeholders such as customers, peers, external partners and even internal customers within the same organization. Especially relevant for the technical, presales, sales, key account and customer service filed teams who need to manage client expectations, service failure or challenging strategic accounts.

WORKSHOP TIMING



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Confirm your seat with :

IZZATY



+603 2260 6500

Fees

- Early bird : **RM 2,600.00** + 6% GST (**2,756.00**) by 15 December 2023
- Training Fee : **RM 2,800.00** + 6% GST (**2,968.00**) after 15 December 2023
- Premier Plus : **RM 7,500.00** + 6% GST (**7,950.00**) for a group of 3 participants from same company



Details

Organization name:.....
 Address:.....
 Postcode:.....
 Country:.....
 Tel:.....
 Fax:.....

Delegate

1. Name:.....
 Job title:.....
 Email:.....
 Telephone:..... Ext:.....
 Mobile:.....
2. Name:.....
 Job title:.....
 Email:.....
 Telephone:..... Ext:.....
 Mobile:.....
3. Name:.....
 Job title:.....
 Email:.....
 Telephone:..... Ext:.....
 Mobile:.....

Invoice

The Invoice should be directed to Mr / Ms / Dept:
 Name:.....
 Dept:.....
 Tel:.....
 Email:.....

Authorisation

Signatory must be authorized to sign on behalf of contracting organization

Name:.....
 Job title:.....
 Signature:.....
 Email:.....
 Telephone:.....
 Mobile:.....

Venue

Sheraton Imperial Hotel KL
 Tel: 603-2717 9900

Hotel Accommodation:

Special rates have been negotiated with the hotel for conference delegates. Please make your bookings directly with the hotel and indicate that you are attending

Method of payment

PAYMENT MUST BE RECEIVED BEFORE EVENT

- Bank Transfer
- Crossed cheque payable to
THOMVELL INTERNATIONAL SDN BHD

Bank Transfer:

Payment by bank transfer must quote the event code TVW 4843 and delegate name. Transfer should be made to **Hong Leong Bank Bhd, 110 Jalan Tun Sambanthan, Kuala Lumpur**
 Account Name : **THOMVELL INTERNATIONAL SDN BHD**
 Account No : **199 00000 390**

Cancellation

You may substitute delegates at any time. THOMVELL INTERNATIONAL does not provide refunds for cancellations. For cancellation received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another THOMVELL INTERNATIONAL event for up to one year from the date of issuance. For cancellation received seven (7) days or less prior to an event, no credit will be issued. In the event that THOMVELL INTERNATIONAL cancels an event, delegate payments at the date of cancellation will be credited to a future THOMVELL's event. This credit will be available for up to one year from the date of issuance.

In the event that THOMVELL postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend to rescheduled event, the delegate will receive a 100% credit representing payments made towards a future THOMVELL event.

THOMVELL INTERNATIONAL shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God and unforeseen occurrence.

4 EASY WAYS TO REGISTER

- +603 2260 6500
- +603 2260 7500
- 8-1, Jalan Tun Sambanthan 3, 50470 Kuala Lumpur
- admin@thomvell.com

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