

ADVANCED DISTRESSED CUSTOMER ENGAGEMENT 2023

Transforming Workable Strategies to Align and Manage Customer Expectations Successfully

21 - 22 August 2023 | 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**

Customers Have Never Been More Demanding. Inflation, the pandemic, and other social forces are creating a new breed of angry customers. To develop, maintain and expand businesses; companies must satisfy a complex array of customer needs. 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