

ADVANCED DISTRESSED CUSTOMER ENGAGEMENT 2026

Transforming Strategies for Aligning Customer Expectations with Success

11-12 November 2026 | 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 business 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 behavior and provides effective tools for creating lasting customer satisfaction.



Lucy Chan McFayden is one of Malaysia's renowned customer lead strategists and the Managing Director of Golden Space Institute, with over 15 years of extensive hands-on corporate exposure with multinationals across Asia Pacific. Currently based in Scotland, she has become a rare breed of consultant who effortlessly synthesizes business needs and designs solutions to drive 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, and Novartis, among others.

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

Get ready to maximise your learning experience at #ADCE26 and transform insights into actionable strategies, in the most valuable session of the event yet!

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