

# DISTRESSED CUSTOMER ENGAGEMENT®

Transforming Complaints Into Business Opportunities to Build Customer Loyalty

19-20 October 2022 | Sheraton Imperial Hotel Kuala Lumpur



*"Focusing on the customer makes a company more resilient."*  
**Jeff Bezos, CEO, AMAZON**

Your reputation is dependent on how well you deal with complaints. Unhappy customers tell others, and via the Internet, their complaints can reach thousands, at times, millions of people! Effective handling of complaints is therefore an essential part of how we manage our organisations. By concentrating on customer satisfaction with your handling of their complaints, you can achieve long term customer loyalty thus improving bottom line.

This revelatory training stint entitled DISTRESS CUSTOMER ENGAGEMENT® seeks to galvanize participants to gain new confidence in Customer Service Communication and be effective in influencing through persuasive argument and skillful negotiation to affect a positive outcome. At the end of this programme, participants would have acquired specific skills, concepts and experiences that can propel their team and company toward greater professionalism.

## Course Trainer:



**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.

## Why you should attend this event:

By the end of the course, participants will reboot, renew & re-energize by:

- Service Survival: Understand the importance of complaints & how to engage customers
- Manage challenging and distressing scenarios with confidence, tact and professionalism
- Learn TANGO formula to handle complaints when dealing with Distressed Customer.
- Learn how to manage your own emotional stress from handling distressed customers
- Experience real-life case studies that will prepare you for angry customers
- Develop Customer Experience Action Plan for dealing with difficult and demanding customers

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