



CUSTOMER SERVICE EXCELLENCE SERIES

Customers are becoming more discerning in their needs and are looking beyond service for memorable interactions and experiences. In today's competitive markets, professionals are expected to deliver exceptional internal and external customer experiences. Our Service Excellence framework provides a structured and holistic approach to organizational development and improved corporate performance. It focuses on fostering a quality and customer-oriented mindset within the organization through the application of assessment tools, workshops and hands-on consulting.

BENEFITS

TO THE ORGANIZATION

- Recognition by your customers of your organization as being customer driven.
- Focused listening that produces effective follow up with customers.
- Quick and effective project completion and problem resolution for your customers.
- Increased clarity and conciseness of communications internally and externally.
- Higher levels of customer retention.
- Positive work culture.
- Overall enhanced productivity.

TO THE INDIVIDUAL

- Enhanced self-confidence and self-empowerment.
- Improved relationship skills.
- Better listening skills and ability to focus.
- Increased productivity.
- Positive interactions by building rapport, trust and credibility.
- Increased success and reduced stress on the job.

MODULES IN THE SERIES

CUSTOMER SERVICE EXCELLENCE MODEL

- Mindset programmes.
- Skills set programmes.
- Leadership programmes.
- Competency - Based programmes.
- Profiling.

MANAGING & MEASURING CUSTOMER SERVICE

- Improving Communication skills.
- Important truths of service.
- Levels of service.
- Common pitfalls of customer service.
- How to improve initial transaction.
- Right practices for repeat customer.
- Research role in customer satisfaction.
- The qualitative phase of customer satisfaction.
- Analyzing customer satisfaction data.
- Applying results to business decisions.

CUSTOMER SERVICE EXCELLENCE

- Understanding the communication process.
- Becoming the communicator.
- Non – verbal communication.
- Developing Interpersonal skills.
- Telephone ethics.
- Managing customer expectation gaps.
- Breaking through the norm practices in customer service.
- You and the right impression/image.

CUSTOMER CARE FOR FRONTLINERS

- Developing the service mindset.
- Dynamic customer service.
- Handling difficult customers.
- Barriers in customer service.
- Effective communication for customer service.
- Handling problems and complaints.

CUSTOMER FOCUSED STRATEGY

- Customer driven framework.
- Customer focused processes.
- Customer focused technology.

CUSTOMER CARE CAMPAIGN

- Customer service awareness programme.
- Satisfaction survey and feedback.
- Flashcards campaign.
- Customer service awareness competition.


INTERNAL CUSTOMER SERVICE


- Characteristics of an effective team.
- Qualities of effective team members.
- Internal customer's complaints.
- Your attitude.
- 9 Magic phrases.
- 8 Deadly phrases.


MYSTERY SHOPPING


- Unannounced visits to business locations
Mystery shopping booklet.
Mystery shopper's role:
- Making Transaction
 - Making Enquiries
 - Creating unfavourable situation in a subtle manner
 - Making mistakes


METHODOLOGY


 Highly interactive lectures

 Open discussions

 Group discussions

 Role-plays

 Course manual

 Activity handbook

TESTIMONIALS

"It was marvelous that Bolton Berhad Group of Companies appointed your establishment ... Our staff enjoyed the training provided by you ... One of the most important aspects that you have assisted was to merge the different industries within our group into a common course program without compromising the objectives where it benefited our staff ...".

Tomy Goh, Group Head of Human Resources, Bolton Berhad.

"Amongst some of the feedback obtained was that your presentation was lively, well done and ... They also found you to be natural, funny, down to earth and stimulating".

Jullana Affandi Tan, Conference Development Manager, The Asia Business Forum.

"The trainer was very clear in presenting the training, and made the entire presentation very entertaining ... It was simple but effective way to understand the A-Z of ... Overall, this training has really shown me that, ... nothing is impossible. I have really benefited from it".

Angeline Yap, Callbiz (M) Sdn Bhd

"The trainer is very professional and is a sharp observer, with a helpful and positive attitude. This workshop really helped me realize certain things and therefore start improving myself."

Kenny Chong, Schneider Electric Industries (M) Sdn Bhd

"The EI Seminar has helped me and my team understands and perform better. We shared the learning's with the rest of the organization as well. As you had rightly mentioned EI is a journey and we are glad that we took the first step attending the seminar".

Shirley Priyadarsini, Sr. Manager HR, Newbreak India Pvt Ltd

"It was an incredible experience to be at the seminar with you. You are such a special person and bring the subject alive with such ease and eloquence. It was wonderful to interact with you and I will be honoured to be added to the Emotional Intelligence Travellers List and the EI Forum. Thank you so much for sharing and helping others in enhancing their potential".

Dr. Pratima Rajan MD, MPH Consultant & Head, Department of Preventive Cardiology & Cardiac Rehabilitation, Jaslok Hospital & Research Center

"It was a pleasure attending your seminar. You did a splendid job. Looking forward to get associated with you over the Forum and get connected with likeminded friends".

P.G.V. Babu, Manager, Newwoodlands Hotel, Chennai

CERTIFICATION & PERSONAL ACHIEVEMENTS

CERTIFICATION

- HBDI™ and YAPDI™ Certified Practitioner
- Certified HRDF Trainer
- HRDF SBL Scheme



Jerome Pierre BONNIFAY
(CEO & Senior Consultant)

PERSONAL ACHIEVEMENTS

Jerome founded SBIC Sdn Bhd in 1993, as a Global Human Capital Consulting & Professional Training Organization based in Kuala Lumpur as a hub for his global operation, with offices in Barcelona, Delhi and Doha. Jerome holds a BA in Law & Economics and is currently pursuing his PhD in Psychology – specializing in EQ and Whole Brain Thinking.

A passionate and powerful facilitator, Jerome Pierre Bonnifay's unorthodox training techniques, gives him the edge to teach complex subjects to everyone across all levels. He brings to an individual level of understanding and practice a technique up to now reserved to an elite. He has built and implemented assessment centers, appraisal systems and training needs analysis's processes.

Jerome has been actively conducting talks, workshops, and training for The Asia Business Forum as Speaker, Chairperson and Course Leader since 2003. Phrased as the "Global Authority of Emotional Intelligence" by India Times during his EI seminar in India, Jerome continues to enlighten thousand around the world on the subject that had come in vogue some 20 years ago. He received high accolades for his September 2008 India Times Strategy Summit on EI that was held in India's 4 major cities.

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READY TO REACH NEW LEVELS OF SUCCESS?

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