

# CREATING THE WOW SERVICE EXPERIENCE WORKSHOP

**Date : 16<sup>th</sup> – 17<sup>th</sup> November 2015**  
**Venue : Vistana Hotel, Kuala Lumpur**

## Workshop Description

This continuous ability to create WOW experiences for your customers is what keeps them coming back to you continuously. These are the key factors that builds relationships, value and organization success.

The modules in this workshop will introduce to participants highly effective interactive customer service skills for face to face encounters and communication over the telephone.

## Workshop Objectives

- Appreciate the importance of WOW for the Customer.
- Improve our communication effectiveness with customers.
- Develop the WOW impression and communication skills.
- Improve speaking skills over the telephone.
- Create the WOW whenever we meet customers.
- Set the Customer Expectation for WOW.
- Learn how to manage difficult customers.

## Who Should Attend?

- Customer Service Representatives
- Contact Center Professionals
- Customer Relationship Consultants
- Market Researchers on Customers
- Customer Experience Forecasting
- Anyone dealing with customers, whether directly or indirectly

### Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

*Chronology applies for Day 1 and Day 2.*

**Facilitated & Marketed by:**

**ATCEN**<sup>SM</sup>

This training is **PSMB claimable**  
Subject to PSMB approval

# Creating the WOW Service Experience Workshop

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## Module Outline

### Module 1: Customers and WOW Experience

- Giving Just Service is Inadequate
- What is Your Organization WOW Experience
- Delivering the Branded WOW Customer
- Experience that Captures Customers Emotions

### Module 2: Customer Communication and Becoming A WOW

- The Customer Interaction Cycle
- Ways to Create a Positive First and Lasting Impression for WOW to Happen.
- The Communication Process and How to Make it a WOW

### Module 3: WOW Telephone Etiquette

- The Opening and Closing of a Telephone Call
- Placing Customer on Hold and Transferring their Calls
- The Call Closing & After Call Activity
- Understanding Customers Challenge & Needs
- Develop Positive Responses and Avoid Negative Responses

### Module 4: WOW Service Face to Face

- The Facial Expressions, Body Posture and the Hand Gestures
- Using Your Eyes, Space and Smile to Communicate
- Setting the Customer Expectations for WOW
- It is Action or In-action

### Module 5: Managing Difficult Customers

- The 6 Different Types of Difficult Customers
- Dealing with Difficult Customers: The LEARN Approach
- The Strategies to Manage Any Type of Difficult Customers

### Module 6: Building A WOW Customer Centric Culture

- My KASH Development Areas
- Combining Everything for the WOW Experience and Starting WOW Immediately
- Personal Action Plan: Developing a Personal Service Commitment

## Program Facilitator

### Jayanth Kumar (Jay)

Jay is a Training Consultant for ATCEN Sdn. Bhd. that is part of the ATCEN Group – The People Development Expert. He believes in the potential of people, and has an innate passion for the development of an individual in any environment.

Graduated with a Diploma in Computer Studies from the National Center of Computers (NCC) from the United Kingdom and attained honors in BSc in Psychology and Communication from Upper Iowa University in the United States. He is a certified professional trainer under ARTDO International. Jay has 13 years of actual work experience in different respective fields. 6 years of that in a multi-national company dealing with IT, 3 years in sales management for a hotel and the rest in the service industry. Within these years of experience, he has accomplished different ad-hoc projects, such as producing and conducting major corporate events and team-buildings, apart from just training making him very versatile, adaptable and experienced in known working environments. Jay has training experience with reputable multi-national and local companies such as F-Secure Corporation, DHL, Standard Chartered Bank, Celcom Axiata, My Clear, Hong Leong Bank, Telekom Malaysia, Taylors University, AmBank, A&H Meyer and Meliã Kuala Lumpur Hotel to name a few.

Jay is an inspirer, motivator and go-doer that is highly motivated in enhancing and developing skills in others. He has sufficient experience in IT technical skills as a support engineer and a trainer, at the same time experienced in the call center quality management, but most of all in Customer Experience. He also has a strong record in delivering sales targets, yet poised and competent in the service industry such as managing a customer service department with difficult customers or in the F&B industry. He has a passion for academics and skills improvement under creative proactive means. A trainer, coach, teacher or facilitator experienced in providing highly efficient customer service, leadership and presentation skills training over the years.

He has an ability to maintain a good sense of humor at the same time able to connect with participants. Jay is able to bring learning content to its mark and much capable of having fun while learning with all ages.

Jay lives by a quote from a classic Greek philosopher, Socrates that an “unexamined life, is a life not worth living”.

# Creating the WOW Service Experience Workshop

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## Companies that have attended “Creating the WOW Service Experience Workshop” since 2012

Parker Hannifin Industrial (M)  
Sdn Bhd  
Airfoil Services SB  
Alam Flora Sdn Bhd  
Ampang Puteri Specialist  
Hospital Sdn Bhd  
Bank Rakyat  
BMW Credit (M) Sdn Bhd  
Brother International (M) Sdn  
Bhd  
Celcom Axiata Berhad  
Dialog Axiata PLC

Digicert Sdn. Bhd.  
Fibertex Personal Care Sdn Bhd  
Global Indian Education Sdn Bhd  
ING Insurance Berhad  
International Enterprise singapore  
Khazanah Nasioanl Berhad  
Kong Long Huat Chemicals Sdn Bhd  
KWSP  
Lafarge Cement SB  
Mesiniaga Services Sdn Bhd  
Monavie Malaysia SB  
Pascorp Paper Industries Bhd

Perbadanan Nasional Berhad  
Prometric Technology SB  
Rotork (Malaysia) Sdn Bhd  
Sapurakencana Petroleum  
Berhad  
SAS Institute Sdn Bhd  
Taylor's University Sdn Bhd  
Turboservices Sdn Bhd  
Wilhelmsen Freight & Logistic  
Sdn Bhd  
Worldwellness Network SB

## Participants' Feedbacks

*“I will ask my friends to attend as well since it is really good and useful.”*

- **Executive Customer Support , Digicert Sdn. Bhd.**

*“Facilitator was very responsive and professional in conducting the workshop”*

- **Customer Service Executive , BMW Credit (M) Sdn Bhd**

*“Good and interesting course. Very interactive”*

- **Executive, Perbadanan Nasional Berhad**

*“Well prepared. Before training, complete information provided on location, workshop guidelines. During training, materials (presentation, notes, Food and Beverages). After training, Question & Answer session”*

- **Call Center Team Leader, Brother International (M) Sdn Bhd**

# Creating the WOW Service Experience Workshop

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## Registration Form

### Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

### Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Human Resource / Approving Manager: \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To (Mr/Ms): \_\_\_\_\_

Company Stamp Chop:

For further information,  
kindly email your enquiry  
to [shera@atcen.com](mailto:shera@atcen.com)

### PROGRAMME FEE

**RM1,699 - per participant**

**(6% GST is chargeable)**

**Group Discount of 10%** for 3 or more participants who register for the workshop at the same time and are from the same organization.

**\*\*This training is PSMB claimable**  
Subject to PSMB approval

### To register, complete this form:

1. Email form back to sender's email address/  
[shera@atcen.com](mailto:shera@atcen.com)
2. Fax this form to +603-8940 2620

### Bank Draft:

Payable to **ATCEN SDN BHD** and courier to:  
18-1 Jalan Dagang SB4/1, Taman Sungai Besi Indah,  
43300 Seri Kembangan, Selangor Darul Ehsan,  
Malaysia.

### By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3-1304600-34

All bank charges to be borne by payer.

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

## For Office Use Only

Corporate Sales Consultant: SHERA

Invoice Number:

Invoice Date: