

# Emotional Intelligence for Positive Customer Experience (Using FEELINGS® Principles)



Decide with Confidence

*Emotional Intelligence for Positive Customer Experience* will make an incredible difference in your organization. This 1-day course will show your employees how to recognize and attain the service attitude to overcome difficulties, win people over, turn problems into opportunities, and adopting a new mindset of service in the 21<sup>st</sup> century.

Here's **Emotional Intelligence for Positive Customer Experience** for individual members of the organization to exercise self-empowerment as a tool to focus on providing timely service to their customers and energize the overall service level of the Organization. This workshop stresses the importance of individuals' roles in providing exceptional service, and how each individual can contribute to the overall success of the Organization, maintaining professionalism in constant lookout for work improvement and creating smoother processes to keep our customers happy.

## Objectives

- ⇒ Promotes quality service through individual excellence
- ⇒ Understand the principles and concepts of self-empowerment in service
- ⇒ Develop individual skills and confidence in service
- ⇒ Promote greater job satisfaction
- ⇒ Handling various types of situational issues and dealing with everyday, individual challenges
- ⇒ Creating a professional attitude with high emotional intelligence
- ⇒ Provide feedback to enhance service quality

## Course Outline

### **Creating Positive Customer Experience**

- Defining Customer Experience
- Difference between Customer Service & Quality Service
- Definition of Customer and Exceptional Service

### **FEELINGS®: AN EVERYDAY PASSION**

- Feel Good about Yourself (Attitude = Performance. Service Begins with You)
- Enthusiasm (Understanding Passion in Profession)
- Elevate Others (Forging of Effective Relationships)
- Leading Light (People are a reflection of ourselves)
- Influencing Others (Understanding the Leadership in You)
- Needs Analyzing (Understanding the Basic; Surprise; and Anticipation Needs)
- Group Dynamics (Establishing the concept that when everyone participates, organization gets smarter!)
- Self-Awareness (Power of Self-Talk. Service Ends with You)

### **Feel Good About Yourself**

- Understanding Emotional Intelligence and How it can affect you
- What is Attitude
- Self-motivation for maintaining the right mood at all times
- You are Uniquely Talented

### **Enthusiasm**

- Understanding Passion
- Creating the 'Willingness' and 'Joy' at work

### **Elevate Others**

- Action – Reaction – Response
- Understanding the consequence of our reaction
- Empathizing with Response
- Questions to run in mind when making choices

### **Leading Light**

- Power of Optimism
- People are a reflection of us
- How to maintain optimism

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## **Influencing Others**

- Understand the role of an Individual-Leader
- To influence or to be influenced

## **Needs Analyzing**

- Customers do not cause problems
- To handle others; we need to first handle our own emotions
- Establishing basic, surprise, and anticipated needs

## **Group Dynamics**

- Maintaining our Positive Emotional Bar by Mutual Motivation
- Harnessing the Power of Group Dynamics (Positive working environment)

## **Self-Awareness**

- Power of Self-Talk
- Aligning Personal goals with Organizational Objectives
- Learned Insecurity

## **Training Methodology**

This 1-day course uses the combination of seminar-style delivery, games, group exercises and discussions to relate to the whole learning concepts and experience.

## **Who Will Benefit Most From This Course?**

This program is highly recommended for every employee whose roles are to provide the necessary support and coordination in order to give exceptional service to our customers.

## **About the Trainer – Mr Peter Ng**

Peter Ng is a business consultant, seminar speaker, workshop leader, and a life coach. He delivers over 100 programs a year in Singapore and the Asia region. He has been invited to speak and train in the USA, Mexico, The Bahamas, Australia, Indonesia, Laos, Myanmar, Vietnam, Malaysia, and many other countries. His reputation as an inspiring, exciting, and change-producing speaker, trainer and coach gives him global acclaim. Peter inspires his audiences to greater levels of achievement by stimulating the human potential and using powerful delivery and new insights to teach and motivate.

Peter was voted by his speaking peers “**Motivational Speaker of the Year**” on sharing his concept “*Even Eaglets Needs to Learn How To Fly*” at the Live-The-Life-You-Love Convention, held in Phoenix, Arizona, on December 29, 2005.

Peter has been appointed the customer service trainer for Raffles International Limited since 1999, and has developed 2 proprietary programs titled ‘Raffles Difference’ and ‘Raffles GuestXperience’ which is used across all properties worldwide. He has also trained for Raffles International & Resorts in the ‘RafflesSense’ – building powerful branding through touch, taste, smell, sight, and sound.

Peter, who is a Founding Member of the **Asia Professional Speakers - Singapore** (APS), an affiliate to National Speakers Association (NSA) USA, graduated from Walt Disney’s University with a major in Customers’ Psychology and holds a Master of Arts degree in Tertiary, Adult and Continuing Education, University of Hull, UK. **Service Quality Institute, USA**, has appointed him as their Asia Pacific Representative. He is also the co-Founder and former Academic Dean of **Professional Speaking and Training Institute** (PSTI), an institute which helps individuals grow in their career and as professional speaker and trainer.

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**Date:** 13 June 2008, 9am – 5pm  
**Venue:** Grand Park Plaza Hotel, City Hall

**Fee:** [ ] S\$360 for D&B Subscriber [ ] S\$440 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 12 May to receive a 10% off usual fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee**

**Fax the completed registration form to 6318 7832**

## Participant Profile

**Name 1:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 2:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 3:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name of Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **(S)** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Liaison Officer:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Mode of Payment

D&B subscription units (Account no: \_\_\_\_\_)

Cheque (7% GST applies) and made payable to **Dun & Bradstreet (Singapore) Pte Ltd**

VISA / Mastercard (7% GST applies)

**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_

**Signature:**  
\_\_\_\_\_

## Cancellation & Substitution Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company.
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