

Service Recovery for Exceptional Service



Decide with Confidence

Service Recovery for Exceptional Experience is not just about keeping our customers satisfied, it allows us to wow our customers with promptness, speed, accuracy, availability, creativity, and flexibility, through the power of engagement and empowerment.

By creating positive experience for our customers at every point of interaction, we are transforming the organization culture towards long-term customers' relations, leaving with the customer a great impression of wanting to continue doing business with our organization; creating the branded customer experience.

Objectives

- ⇒ Promotes quality service through prompt positive handling of complaints
- ⇒ Handling various types of customers and dealing with everyday, individual challenges
- ⇒ Establishing a professional attitude with high emotional intelligent
- ⇒ Using the power of positive communication in handling sensitive issues
- ⇒ Using naive questioning technique to gather feedback to enhance service quality
- ⇒ Power of Observation; Communication; and Intuitive (OCI)
- ⇒ Identifying Customer Turnoffs

Course Outline

What is Exceptional Service

- Definition of Exceptional Service
- Knowing when to Add Value in Service
- Understanding Self-Empowerment in Service
- Importance of knowing your boundaries of authority and doing whatever it takes within those boundaries

Identifying the Nature of the Causes

- Understanding the accumulative effect of MOT – Potential Perception Points (PPP)
- Identifying the Frequent Cause of Complaints (FCC)
- Using the power of Observations; Communications; and Intuitive (OCI)
- The Art of Naïve Questioning in gathering feedback before complaints
- Turning Complaints into Opportunities for improvement
- Differentiating Complaint and Feedback

Pacifying the Irate Customer

- 6 essential steps in handling complaints and pacifying the irate customer
- Serving the Irate Customer with DESIRE
- Handling Unreasonable Requests
- Coping with Impatience Customer
- Dealing with the Angry Customer

The Art of Service Recovery

- Service Recovery Defined
- The 3 As of Service Recovery
- Identifying Situations for Service Recovery
- Implementation of Effective Service Recovery Procedures
- The Power of Solutions Findings

Establish Service Standards

- Strategy 1: Getting To Know Your Customers
- Customer needs: from intuition to implicit and explicit needs
- Managing perceptions and expectations
- Understanding Customer Experience

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Eliminate Obstacles

Strategy 2: Identify Customer Turnoffs

- What turns customers off
- Three Types of turnoffs

Strategy 3: Create Positive Imbalance

- The role of balance in relationships
- The customer's 'Zone of Indifference'
- Creating positive imbalance

Empower for Higher Efficiency

Strategy 4: Recover Dissatisfied Customers

- Service Glitches are Opportunities
- Make it easy for customers to complain
- How you can best act upon complaints with Service Recovery Principles

Strategy 5: Enhancing Service Value

- How to create an enhanced sense of value
- Building value with memorable experiences, credibility and add-ons

Who Will Benefit Most From This Program?

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

Methodology

This 2-day workshop uses a combination of seminar-style delivery, video-based training system, games, group exercises and discussions to relate the whole learning concept.

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: 12 August 2008, 9am – 5pm
Venue: NUSS Guild House, Suntec City Tower Four

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 July 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.
3. D&B reserves the right to change venue due to unforeseen circumstances.
4. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement.
5. For In-company training, please contact May Tan at 6318 7869 or may.tan@dnb.com.sg
6. Please visit our website www.dnb.com.sg for more information on our seminars