

# Developing Heart Skills in Customer Service

by Donus Loh



Decide with Confidence

## INTRODUCTION

Do you want to distinguish yourself from your competitors by having increased sales? Do you want your customers to keep coming back to you? Is your job just a job or is it something you feel passionate about? Are you making regular deposits into the emotional bank of your customers? Do you want your customers to leave with a good feeling after their interaction with you? Do you want to take the service culture of your organization to a higher level?

This workshop will help you achieve these objectives by helping your staff understand the impact of emotions in customer communications. This program will enable you to focus on delivering the intangible of having the customer remember you positively, thus raising the value of your services or products. In other words, you are successful and your organization benefits from creating value to your customers, even if the customer did not engage in a financial transaction. This increased value is like what branding does to a product. Your customers will come back again or refer friends to your product or service.

## LEARNING OBJECTIVES

- Understand and negotiate around their various emotional states while engaging customers
- Learn to put into practice positive attitudes
- Learn to align these attitudes to their job responsibilities
- Learn how to connect with their jobs at a higher level
- Understand the emotional bank and its impact on customer relationships and their feelings towards your organization
- Understand the impact of maintaining regular high deposits into the emotional bank account of your customers
- Realize what is most important to customers to make them keep coming back to you
- Help your staff to enjoy and find meaning in their work
- Increase their employability and market value
- Earn recognition through affirmation from peers and employers
- Learn how to build relationships with your customers
- Learn how to communicate with your customers at a higher level
- Learn how to WOW your customers!

## COURSE OUTLINE

### THE HAPPY CUSTOMER

- What makes a happy customer?
- Why is the happiness of a customer important?
- Understand the invisible forces behind customer experiences
- Understanding the emotional bank
- Understanding the importance of investing into the emotional bank

### CONNECTING WITH YOUR CUSTOMERS

- How to make emotional deposits
- Responding to your customer needs
- Building bridges
- Different types of deposits

### GETTING TO KNOW "ME"

- Identifying the emotions that drive you
- Understanding & identifying the thoughts behind the emotions
- Being aware of your negative thoughts and emotions

### THE ART OF CUSTOMER COMMUNICATION

- The Do's and Don'ts of customer communication
- Building Rapport with your customers
- Connecting with your customers
- Understanding their needs
- The Wow Factor in service

### THE POSITIVE YOU

- Learn how to negotiate around your negative emotions
- Learn how to deal with your negative emotions and thoughts
- How to draw out positive emotions
- Using positive emotions to create positive attitudes

### KEEPING IT REAL: CUSTOMIZED CUSTOMER INTERACTION ROLE PLAY SCENARIOS

- Participants will be engaged through customized activity role-plays which will be critiqued by the trainer.

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### ABOUT THE TRAINER – MR DONUS LOH

Donus Loh is the Managing Director and Consultant Psychologist for Adaptiv Learning Asia Pte Ltd. He began his career as a psychologist in the Ministry of Community, Youth and Sports, working on juvenile delinquency and child abuse cases.

He then moved to Institute of Mental Health where he became Senior Psychologist, with areas of expertise in psychological therapy and assessments, and research. He has also been a psychologist with MINDEF and has lectured at James Cook University (Singapore), UniSIM and Nanyang Polytechnic. In addition, he has also successfully developed and conducted many training courses for both inhouse audiences and external agencies. Areas covered include mental health related topics, crisis intervention, EQ development, resilience, and courses relating to understanding self and other people.

Donus has an Honours degree in Psychology from the Australian National University and is also a double Masters holder; he has a Masters in Research Psychology from University of Edinburgh and a Masters in Clinical Neuroscience from Institute of Neurology, University College London.

He has been actively involved in training people in how to deal with their emotions and the impact of their emotional states in everyday workplace communication. Organizations which he has trained or consulted for include JP Morgan, Central CDC, Ministry of Health and DSTA among others. His interactive and engaging style of training keeps participants engaged while imparting vital skills and knowledge to them.

He is a full member of the Singapore Psychological Society.

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**Date:** 5<sup>th</sup> March 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$395 for D&B Subscriber [ ] S\$480 for Non-subscriber  
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payments
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

**EARLY BIRD – Fax in your registration before 5<sup>th</sup> February to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
[ ] \* VISA [ ] Mastercard [ ] Amex  
**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. 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
4. D&B reserves the right to change venue due to unforeseen circumstances.