

How May I Help You?

By BETTY KANSEKINE



Decide with Confidence

INTRODUCTION

“How may I help you?” Is a specially designed workshop, which will equip frontline staff with the key skills and attitudes to manage customer interactions with confidence, courtesy and professionalism. Frontline staffs are often the face and voice of the organisation. This comprehensive workshop not only imparts the skill-sets and know-how's but also keeps the learning relevant through the usage of revolutionary action-learning activities.

In addition to the workshop, you have the option of engaging the trainer to do a pre and post-training audit of your customer service practices and frontline customer management processes. This value added option will ensure that the training is not just imparted but also implemented successfully. “How may I help you” also has the added flexibility of customisation according to your specific training needs.

LEARNING OBJECTIVES

By the end of this workshop, participants will be able to:

- Understand the importance of great frontline service
- Identify their roles and responsibilities to provide excellent service
- Identify personalized barriers/ problems
- Understand the fundamentals of customer service and interaction
- Project a positive attitude and make a great impression
- Learn how to be the WOW factor!
- Learn how to communicate effectively both verbally and non-verbally
- Develop trust, establish rapport and make the customer feel valued
- Learn how to confidently handle difficult customers and situations
- Learn the finer points of effective face-to-face as well as telephone interactions
- Learn to speak with confidence, poise and courtesy
- Understand the role of body language in customer communication
- Learn how to use specific customer oriented phrases and words when communicating with the customer

COURSE OUTLINE

Introduction

- The fundamentals of frontline customer service
- Roles and responsibilities in frontline customer management
- Taking baby steps – The basics
- First impressions matter!
- Courtesy counts
- Getting the attitude right
- Doing the right thing – Ethical issues
- Group activities and role plays

Effective Customer Communication Strategies

- Saying what you mean and meaning what you say
- What you don't say: The impact of body language
- Putting the right words and phrases together
- Asking the correct questions and answering the questions correctly
- When the customer says “NO”
- Active and emphatic listening techniques
- Group activities and role plays

Jumping in with both feet – Relationship Building

- Techniques for establishing rapport and building trust
- Interacting positively with your customers
- Identifying, discerning and escalating customer needs
- Making the customer feel valued

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- Maintaining ongoing relationships
- Handling different customer types
- Group activities and role plays

Seeing Eye to Eye – Face to Face Contacts

- Saying Hello: Greeting the customer
- Between hello and goodbye – Helping the customer
- Saying goodbye: Ending the interaction
- Group activities and role plays

Saying it with a Smile – Telephone contacts

- Putting your best ear forward
- Saying hello – The opener
- Between hello and goodbye – Helping the customer
- Saying goodbye: The closer
- Group activities and role plays

Calming the Storm – Difficult Customer Contacts

- What is going on – Determining the reasons
- What caused it – Identifying root causes
- What can I do? Rectifying the situation
- What can I say? Acknowledging and empathizing
- What needs to be done? Fix what needs to be fixed
- Group activities and role plays

METHODOLOGY

Highly participative and interactive consisting of discussions, action learning games, customer interaction role plays, case studies, practical work, critique sessions as well as small group work.

For Whom: Customer service staff. Frontline operations staff, telephone operators and receptionists, support staff, sales representatives and anyone who seeks to become a more effective and customer oriented person.

ABOUT THE TRAINER – MISS BETTY KANSEKINE

Betty Kan graduated with honors from San Francisco State University. She is a Certified Professional Trainer (IPMA, UK), a Certified Neuro-Linguistic Programming Practitioner (NPNLP, USA) and an Associate Lecturer at the Singapore Institute of Management University. Betty had attained an Advanced Certificate in Training & Assessment under the Singapore Workforce Skills Qualification framework. She is also a Buzan Licensed Instructor teaching Tony Buzan's Mind Mapping® techniques as well as a Certified Instructor for Dr Edward de Bono's Six Thinking Hats® Method, Lateral Thinking™ in Action and Cognitive Research Trust® program. She is a sub-committee member of the Singapore Training & Development Association and a member of the Adult Educators' Network Special Interest Group of Facilitation at the Institute of Adult Learning.

Betty was appointed as **Director of Client Services** at the Law Offices of Meisel & Associates in San Francisco, USA for over a decade to manage the Asian clientele market from Hong Kong, Taiwan, Mainland China, Vietnam as well as local Americans due to her unique trilingual capability. Her passionate customer centric attitude led her to a prestigious Bronze Medal award for outstanding achievement in **Service Excellence** by the **World Journal**, a top Chinese newspaper agency in the United States. Her corporate experiences span across major industries in the international airlines, financial & legal sectors. Betty also conducts public workshops in Singapore.

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Date: 20 March 2012, 9am – 5pm

Venue: TBA

Fee: [] S\$530 (before GST) for D&B Subscriber [] S\$640 (before GST) for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 20 Feb 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: _____

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Telephone: _____ **Fax:** _____

Liaison Officer: _____ **Job Title:** _____

Email: _____ **(DID):** _____

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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 7 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
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