

## NOT TO BE MISSED!

Malaysian audiences were recently exposed to the “GIFT” concept with Dr. Janelle Barlow – here is your opportunity to learn **HOW** to use it!

# A Complaint Is a Gift



First 15 to register  
will get **FREE\***  
email coaching  
from the Workshop  
Facilitator for  
**4 weeks!**

(SBL-Khas Claimable)

### HOW TO MAINTAIN CUSTOMER SATISFACTION WHEN THERE IS A SERVICE BREAKDOWN

2 days | Non-residential Workshop | 23 & 24 February 2009



Following the success of Dr. Janelle’s best selling book on A Complaint is a Gift and her one-day seminar held recently in KL: TMI is proud to present a 2-day highly interactive workshop that provides practical strategies for complaint handling.

*The Complaint is a Gift concept has now been adopted as a way of life by hundreds of organisations in 70 countries around the world and weaved into their processes, systems and culture.*

“When organisations see complaints as gifts, they also have available to them inexpensive market information about the wants and needs of customers.”

DR. JANELLE BARLOW

Your reputation is dependent on how well you deal with complaints. Unhappy customers tell others, and with the internet, that number can get into thousands! Effective handling of complaints is therefore an essential part of how we manage our organisations. The first step is to ensure that customer complaints are listened and responded to positively. By concentrating on customer satisfaction with your handling of their complaint, you can achieve long term customer loyalty.

The *A Complaint is a Gift* workshop is a highly interactive experience that creates awareness of the complaints culture as it is today, and takes constructive steps to make improvement.

SEE INSIDE FOR MORE INFORMATION

# A Complaint Is a Gift

*How to maintain customer satisfaction when there is a service breakdown.*

This practical workshop will help your organisation become more effective when dealing with service breakdowns that lead to customer complaints. Key benefits include:

- ▶ Ability to give better service to customers due to improved skills in complaint handling and dealing with angry customers;
- ▶ Understand customer emotions – as well as your own;
- ▶ Benefit from proven techniques for transforming complaints into loyal customers;
- ▶ Learn practical tools for everyday use, for follow-up and implementation.

## 🌀 Workshop Outline:

The topics that will be covered in this workshop are:

### Day 1

#### INTRODUCTION

- Definition of service
- Winning and losing customers
- Learn 2 great ways to increase business turnover
- Why customers defect

#### CUSTOMER REACTIONS

- Customers rarely complain
- Dissatisfaction is seldom visible
- Reasons customer don't complain
- Bad news spreads faster than good
- Your most common complaints
- Problem resolution: a critical competency

#### INEFFECTIVE SERVICE RECOVERY

- More than half of all attempts to respond to complaints reinforce negative reactions
- Customers are not perfect
- Common reactions to complaints
- Looking at complaints differently

### Day 2

#### EFFECTIVE SERVICE RECOVERY

- The customer is not always right
- Imagine you are the customer
- The customer who complains
- Essential Complaints Handling Skills: The TMI Gift formula
- We need a new model

#### CREATING PARTNERSHIPS

- Creating partnerships with your customers
- Solve the customer's problem
- Partnership language
- Words to avoid
- Creating positive feelings in a negative situation
- Share your personality

#### WRITTEN COMPLAINTS

- Customers who complain in writing
- Speed is critical
- Speed and satisfaction
- Six service recovery strategies
- How to have customers respond more favourably
- Wipe your customer's slate clean with a sincere apology
- Immediate application



#### WHO WILL BENEFIT?

This workshop is for executives, managers and front-line staff who deal with internal and external customer complaints.

#### WORKSHOP DETAILS

Date: 23 & 24 Feb '09

Time: 9am to 5pm

#### WORKSHOP FEE INCLUDING

Workbook,  
Morning & Afternoon Tea  
and Lunch

\* Free email coaching will be initiated by the participants of the workshop on possible queries and their challenges when applying what they have learnt in their workplace

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## Your Experienced Workshop Leader:



Malar Villi is one of the best trainers in Malaysia. She is a Certified Personality Trainer (USA) and is a pioneer in utilising the Personality Plus training tool in the Asian region. A qualified ICSA (UK) graduate and has completed her Masters in Training and Human Resource Development.

She brings with her more than 15 years of vast experience across numerous industries from working with personnel transcending all levels of the organisation. She has deep industry knowledge in the banking, plantation-based conglomerates and international training and consultancy arena.

Malar has been trained by TMI's Global Master Trainers to run TMI programmes. She is passionate about people and service! With her *Sanguine* personality, optimally, she effortlessly connects with her audience by means of providing simplistic but practical techniques for enhanced personal performance and aligning them with organisational effectiveness.

Her passion in the area of human behaviour and values has allowed her to spawn positive change in individuals comfortably with the intervention of emotional intelligence. She is a Certified Associate of Six Seconds Emotional Intelligence Network, US, whose model draws on the work of Peter Salovey and Jack Meyer and aligns with the model popularised by Daniel Goleman.

Malar has worked with many clients in Malaysia over the years. Several of her prominent clients are Sime Darby Medical Centre, Selayang Hospital, IBBM, AmBank Group, Maybank Berhad, AmAssurance Berhad, ING Insurance Berhad, Hong Leong Assurance, Ericsson Malaysia, Celcom Academy, BP Malaysia Berhad, Boustead Holdings Berhad, Intel Penang, Bursa Malaysia, Ritz-Carlton Kuala Lumpur, and Air Asia.

## Client Testimonials:

*"I found that Malar's training was mind blowing. She is so positive and that has given me a lot of confidence. Her explanations are so explicit that it really instilled lots of values in us."* - **Sime Darby Medical Centre**

*"She is very energetic and energy level is very good at all time."  
"She is simply fantastic!"* - **AmAssurance Berhad**

*"I will definitely look at Complaints differently now. Turn the negative to positive - it's all about trust and partnership."*  
- **ING Insurance Berhad**

## Seminar Details:

**Date:** 23 & 24 Feb'09 | **Time:** 9am-5pm | **Venue:** Boulevard Hotel, Mid Valley, KL

Standard Fee (after 13 February 2009)

RM 1680 per delegate

Early Bird (by 13 February 2009)

RM 1480 per delegate

Group of 3 & above

RM 1380 per delegate

\* For registration details, please refer to next page.

**To register, please submit the attached registration form and contact:**  
Ann Gooi at TMI office on 03-6203 4410 or email her at [ann@tmimalaysia.com.my](mailto:ann@tmimalaysia.com.my)

Visit us online at [www.tmimalaysia.com.my](http://www.tmimalaysia.com.my)

 Registration

To confirm your registration, please complete this form and fax it back to us at (603) 6203 4458

Organisation: .....

Address: .....

Contact Person: ..... Tel: .....

Email: ..... Fax: .....

**Please register our nominees:**

|   |   |
|---|---|
| <p><b>1</b> Name: .....</p> <p>Title: .....</p> <p>Email: .....</p> <p>Tel: .....</p> | <p><b>2</b> Name: .....</p> <p>Title: .....</p> <p>Email: .....</p> <p>Tel: .....</p> |
|---|---|

|   |   |
|---|---|
| <p><b>3</b> Name: .....</p> <p>Title: .....</p> <p>Email: .....</p> <p>Tel: .....</p> | <p><b>4</b> Name: .....</p> <p>Title: .....</p> <p>Email: .....</p> <p>Tel: .....</p> |
|---|---|

**\*\*Please let us know if any of the nominee(s) is a Vegetarian**

**Sponsoring Authority:**

Name: .....

Designation: .....

Email: ..... Tel: .....

**Date: 23 & 24 Feb'09 | Time: 9am-5pm | Venue: Boulevard Hotel, Mid Valley, KL**

Standard: RM 1680       Early Bird (by 13 Feb): RM 1480       Group of 3 & above: RM 1380

**\*HRDF Claimable****Payment Details:**

Enclosed is a cheque No. \_\_\_\_\_ dated \_\_\_\_\_ for RM \_\_\_\_\_

Please make your cheque in favour of **"TMI Consultancy Sdn Bhd"**

Alternatively, payment can be made direct to our bank account:

Bank : **HSBC, Main Office, KL**

Account name : **TMI Consultancy Sdn Bhd**

Account number : **101 426476 101**

Please email/ fax your confirmation at the earliest. Confirmation would be subject to receipt of nomination fee. Payments once received can be transferred but cannot be cancelled or refunded.

**TMI Consultancy Sdn Bhd (633749-K)**

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