

NOT TO BE MISSED!

Malaysian audiences were 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 10 to register will get a **FREE** copy of the latest edition of “A Complaint Is a Gift” book worth RM79.80

(SBL-Khas Claimable)

HOW TO MAINTAIN CUSTOMER SATISFACTION WHEN THERE IS A SERVICE BREAKDOWN

2 days | Non-residential Workshop | 28 & 29 September 2010



Following the success of Dr. Janelle’s best selling book and her seminar on A Complaint is a Gift, TMI is proud to present a 2-day highly interactive workshop that provides practical strategies for complaint handling. A Complaint Is a Gift has been successfully conducted by TMI both as a public program and in-house workshops for prominent MNCs in Malaysia.

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 NEXT PAGE 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: 28 & 29 Sept '10,
Tues & Wed

Time: 9am to 5pm

Venue: Boulevard Hotel,
Mid-Valley, KL

WORKSHOP FEE INCLUDING

Workbook,
Morning & Afternoon Tea
and Lunch

* First 10 to register will get a **FREE** copy of the latest edition of "A Complaint Is a Gift" book worth RM79.80.

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Your Experienced Workshop Leader:



Rajes Singam is a dynamic and versatile personality who has 30 years of experience in Banking and has crafted a niche mainly in Consumer Sales. Her core skills are her creative thinking, focus and excellent interpersonal skills with her colleagues, peers and participants.

Rajes Singam is a Specialist in Bancassurance Products, Unit Trust Investments, Sales Training, Sales Coaching and Wealth Management. Rajes started her career with Standard Chartered Malaysia Berhad where she was a Customer Relationship Manager, Sales Manager, Investment Team Manager, Branch Manager and Line Trainer for Standard Chartered's Consumer Banking Division. She has vast experience in the sales and marketing of all consumer banking products such as Mortgage Loans, Unit Trust Funds, Credit Cards Bancassurance etc.

She subsequently joined RHB Bank Berhad as Senior Manager (Section Head) for Sales Training and held this position for 3 years, after which she went freelance to extend her training services to a wider audience. During her tenure in RHB Bank, the bank saw marked and consistent improvement in sales. Her key achievements have been the successful designing and implementation of in-house Sales, Service and Investment training programmes, all of which have had commendable reviews by the respective Division Heads and the participants.

She holds a number of qualifications and awards, amongst which are Diploma in Management (MIM), Standard Chartered Wealth Management Licensed Trainer Certification, Train-The-Trainer for Investment Services Certification, International Capital Markets Qualification (Securities Institute London), Registered Financial Planner programme (Modules 1 and 2) training certification, IBBM Panel Trainer.

Rajes has worked with many clients in Malaysia over the years. Several of her prominent clients are RHB Bank Berhad, Maybank Berhad, AFFIN Bank Berhad, Perodua Bhd, Standard Chartered Bank Berhad, Bank Muamalat, Perodua Sales Sdn Bhd, Taylors University College, AmBank Auto Finance Division

Client Testimonials:

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

*"Be able to tackle queries and complaints with more
efficiency and to see complaints in a different perspective."
~ a participant from Alliance Bank Berhad ~*

*"Get all staff to participate regardless whether their job
requires them to meet customer as this is applicable for
company and also personal relation, eg. family."
~ a participant from Citibank Berhad ~*

Seminar Details:

Date: 28 & 29 Sept'10 | **Time:** 9am-5pm | **Venue:** Boulevard Hotel, Mid Valley, KL

Standard Fee (after 14 September 2010)

RM 1680 per delegate

Early Bird (by 14 September 2010)

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**

Visit us online at 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:

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Contact Person: Tel:

Email: Fax:

Please register our nominees:

<p>1 Name:</p> <p>Title:</p> <p>Email:</p> <p>Tel:</p>	<p>2 Name:</p> <p>Title:</p> <p>Email:</p> <p>Tel:</p>
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<p>3 Name:</p> <p>Title:</p> <p>Email:</p> <p>Tel:</p>	<p>4 Name:</p> <p>Title:</p> <p>Email:</p> <p>Tel:</p>
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****Please let us know if any of the nominee(s) is a Vegetarian**

Sponsoring Authority:

Name:

Designation:

Email: Tel:

Date: 28 & 29 Sept'10 | Time: 9am-5pm | Venue: Boulevard Hotel, Mid Valley, KL

Standard: RM 1680 Early Bird (by 14 Sept): 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.

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