

CUSTOMER SERVICE ESSENTIALS FOR MODERN BUSINESSES

Building a Customer-Centric Approach



Are you meeting customer expectations - or truly exceeding them?

Learning Outcomes

- Gain actionable techniques to improve customer relationships.
- Build confidence in handling customer commitments and delivering on promises.
- Drive business growth through enhanced communication and strategic partnerships.
- Create an immediate impact on team performance and customer satisfaction.

Who Should Attend?

- Employees at all levels who work directly with customers.
- Team members aiming to develop customer-facing communication skills.
- Professionals seeking to foster long-term customer partnerships.
- Staff responsible for aligning company goals with customer relationships.

Are you meeting customer expectations—or truly exceeding them?

In today's global marketplace, customer service is no longer a local function—it's a strategic differentiator. Businesses face the challenge of serving diverse customers while maintaining exceptional standards. So, are you meeting expectations or exceeding them? This course equips you with the essential skills and mindset to deliver world-class service. Through interactive sessions, role plays, and practical tools, you'll learn how to handle difficult customers, embrace cultural diversity, and create memorable experiences that foster loyalty.

By mastering both soft and hard skills, you'll transform customer interactions into opportunities for growth and success. Join us to redefine service excellence and become the frontline ambassador your organisation needs.

Speaker



Dr. Khor Wei Min

(PhD, BKM, MILT & TTT)

Dr Khor earned his PhD in Management and Supply Chain from Universiti Utara Malaysia (UUM) in 2017. With over 35 years of professional experience, he brings extensive expertise in corporate and manufacturing environments, specialising in strategic management, Supply Chain Management, Customer Service and Quality Management and soft skills including organisational behaviour, motivation, and leadership.

During his career, he worked across diverse industries, including computer, semiconductor, food, medical devices, aerospace, and more. Notably, he held senior roles at established MNCs like NEC Computers, Dell, Semperit, and a Boeing subsidiary in Malaysia, managing teams from varied backgrounds.

Transitioning to academia full-time in late 2016, Dr. Khor began at KDU before joining TARUC and later Inti International College Penang. At Inti, he served as Head of Program for the MBA and was promoted to Dean of the School of Business and Mass Communication in 2018. Since 2010, he has also facilitated supply chain courses part-time at WOU.

Dr. Khor is a certified Business Process Improvement (Green Belt) practitioner, trained in Lean Management (Shingijutsu Kaizen), and a member of the Chartered Institute of Logistics and Transport Malaysia. He earned the Train-the-Trainer (TTT) certification from HRD Corporation in 2022 and received his Certificate of Accreditation in 2023.

Day 1 (9 AM - 5 PM)

Introduction and Ice-Breaking

Module 1 - Understand the roles & expectations in Customer Service (CL01)

- Subject Matter Expert (SME) including the processes
- Personality
- Communication
- EQ

Group Discussion - Who are the Customers?

- Brainstorm - Where we failed?

Group Activities - “Live call to Customer & review”

Module 2 - Personal Value (CL02)

- Professional Attitudes
- Interaction - Good Listener
- Empathy
- Timely Manner

Group Discussion - Process Improvement Suggestion

Group Activities - Communication Skills

- “Wait or Make it Happen” Syndrome

Team Problem Solving Tool - 4W1H

Module 3 - Intrinsic Value (CL03)

- Problem identification
- Take Ownership - Follow-up
- Proactive - Update and Feedback
- Deliver your Promise

Group Discussion - To encourage teammates taking ownership

Group Activities - Video from Nokia Leader why they failed

- Personality Exercise - DISC

Team Problem Solving Tool - PDCA

End of Day 1 Learning & See you tomorrow

Day 2 (9 AM - 5 PM)

Module 4 - Extrinsic Factor

- Company Culture
- Opportunity to Learn (for Growth)
- Handling of Difficult Customers
- Handling of Complaints

Group Activities - A difficult Customer!

- Role Play - Cultural Diversity

Group Discussion - Where can further improve?

Module 5 - Exceed the Customer Expectation

- Problem Solving Skills
- Performance & Rewards
- Decision Making with calculated Risks
- Customer Service is everyone's responsibility

Group Activities - Q & A about your company or product/service?

- Let's go for a journey

Module 6 - Role Play (CL06)

- Case Studies
- Simulation of Event/ Task
- Role Play
- Individual Self-Reflection

Group Discussion - "Do not over Commit but Over Performed"

End of Training