



WOW Customer Service

COURSE MODULES

- Customer Service = Happiness
- Role Play
- Modifying one's Attitude
- Role Play : WOW Customer Service
- Practising Powerful Strategies
- Creating a WOW Culture

To bring in repeat business and increase referrals from current customers

In today's competitive market, not only do we have to differentiate our products but to make our customer experience a WOW series for them to keep coming back and to refer even more customers! How do we create lasting impressions with each customer in order to gain loyalty and attract potential clients? An organization must serve these customers with world-class standards. This programme shares insights to serve valuable clients and win repeat business. Employees with superior customer service skills experienced a higher sense of commitment to their jobs as well.



WHO SHOULD ATTEND?

- Managers
- Sales & Marketing teams
- Customer Service teams
- Telemarketers
- Captains
- Front Liners
- Department Heads and Supervisors
- Teachers or Head Teachers
- Any professional or working adult looking to enhance their service and skills
- Small-medium business owners and staff

LEARNING OUTCOMES

- ✓ Recognize why customer service is critical for one's happiness at work
- ✓ Explain what customer service means towards both internal & external customers
- ✓ Modify one's attitude to affect customer service in a positive way
- ✓ Develop simple systems to maintain a positive, customer focused, attitude
- ✓ Implement needs analysis techniques to better address customer needs
- ✓ Identifying outstanding WOW customer service techniques to generate return to business
- ✓ Practice simple strategies for excellent in-person customer service
- ✓ Apply techniques for service excellence over the phone
- ✓ Gain insight to communicating and retaining with customers online
- ✓ Master techniques for dealing with difficult customers
- ✓ Overall, understanding W.O.W. Customer Service and applying it to current and new customers

TRAINER PROFILE : Ms Callie Lim

Qualifications:- Masters in Education (University of Southern Queensland), Certificate in Legal Practice,(Malaysia), LLB Law Degree (Hons) (University of East London, UK)

EXPERIENCE

Callie Lim has over 20 years of hands-on experience in Business, Communications, Marketing, Product & Business Development, Operations and Customer Service. A certified PSMB (HRDF) Trainer, she created, developed and led many teams to successfully kick-start and grow respective departments and companies. She is passionate and results-oriented in training various departments to achieve its fullest potential. The key-result areas she focuses on are increased productivity and revenue for the Company. She was a Director of Communications with one of the most established international hospitality brand and is also a Director and Managing Principal for an education group and is very much hands-on in the training, product and people development as well as the overall business development.