

A Complaint is a Gift

A globally successful One Day Workshop for CCAM members on how to maintain customer satisfaction when there is a service breakdown



DATE : 30th April 2019
VENUE : Hotel Istana, Kuala Lumpur
TIME : 9.00AM - 5.00PM
NO OF DAYS : ONE

INCLUDING MORNING AND AFTERNOON TEA,
AND LUNCH.

BOOK NOW

TO REGISTER SEATS: Select which session(s) you will attend – contact CCAM

Hurry, only 25 seats available

A COMPLAINT IS A GIFT – 1 Day

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

A Complaint Is a GIFT has helped organizations around the world build customer loyalty through a positive approach to complaints handling. At this course, we help change participants' attitudes to complaints – from treating them as problems, to seeing them as gifts of opportunities to improve.

We then give them the skills to deal with complaints with TMI's 8 Step Gift Formula. The end result is employees who are more confident and less stressed when dealing with complaints, and organisations develop more loyal customers.

**SEE INSIDE FOR
MORE INFORMATION**

A COMPLAINT IS A GIFT

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How to maintain customer satisfaction

When there is a service breakdown



PRESENTER

Rajes Singam
Senior Consultant,
TMI Consultancy Sdn Bhd

WHO IS THIS PROGRAM FOR?

Managers, Team Leads
and employees with a
minimum of two years' experience

WORKSHOP DATE AND TIME

30th April 2019
9.00am to 5.00PM

WORKSHOP FEE:

CCAM Member
RM 800 per pax

Non Member
RM 900 per pax

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Business Case

An important part of a company's quality assurance is having a good customer complaints culture and service recovery process.

This workshop provides practical strategies for complaint handling. It costs five times less to retain an existing customer than it does to win a new one. Effective handling of complaints is therefore an essential part of today's business life. 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 an interactive, fast-paced experience that creates awareness of the complaints culture as it is today, and takes constructive steps to make improvements.

Practical and Hands-on workshop

This practical workshop will help your organisation become more effective when dealing with service breakdowns that lead to customer complaints. **Key outcomes for participants include**

- Improve Complaints mindset
- Improve skills in complaints handling and dealing with angry customers;
- Understand customer emotions – as well as your own;
- Learn proven techniques for transforming complaints into loyal customers;

Key Modules In this 1 day session

- The importance of complaints and their contribution
- Ineffective and Effective Service Recovery when responding to complaints
- The TMI 8 Step Gift Formula in handling complaints – face to face or over the phone
- Creating Partnership with customer to solve customer's problems
- Strokes and the implication on building relationships

Participants' Testimonials

"I now have more confidence & self esteem when facing clients"

Participant
From Sunway Hotel

"I Shall not stereotype customers that make complaints, instead try to understand why it happened & have to make them a loyal customer"

Participant
From Sri Kota Medical

"I shall Handle complaints more effectively by using TAAP – TMI Gift Formula"

Participant from Sunway Education Group

Facilitator Profile



Rajes Singam, Senior Consultant and Facilitator

Rajes is a dynamic and versatile personality who has 30 years of experience in banking including extensive experience in customer relationship management. She is a specialist in the sales and marketing of consumer banking products such as Bancassurance, Credit Cards, Wealth Management and Unit Trust Funds.

Prior to joining TMI, Rajes was Section Head for Sales Training with RHB Bank Bhd, and before that, she was with Standard Chartered Bank as a Customer Relationship Manager, Sales Manager, Investment Team Manager, Branch Manager and Line Trainer for their Consumer Banking Division. During her tenure in RHB Bank, the bank saw marked and consistent improvement in sales. Her key achievements include the successful design and implementation of in-house Sales, Service and Investment training programmes, with commendable reviews by the respective Division Heads and the participants.

Her qualifications and certifications include a 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 & 2) training certification, IBBM Panel Trainer, and Sales Coaching by The Richardson Company (USA).

Rajes' core skills are her creative thinking, focus and excellent interpersonal skills. She will challenge perspectives, delight and entertain participants with real life experiences and impart the essential competencies to enhance effectiveness. Her focus areas are in Customer Service, Complaint Handling, Sales Coaching, Sales Management, Sales Training, and Wealth Management.

In the last few years Rajes has been actively training a complaint is a git workshop under TMI for Bank Negara Malaysia, Sunway Hotel, Sunway Education Group, Sri Kota Medical, Affin Bank and AIA

A DIFFERENT APPROACH

WORLD CLASS EUROPEAN THINKING ADAPTED FOR MALAYSIAN ORGANISATIONS

TMI brings you new fresh thinking for old problems. TMI is a world-leading organisational change and training consultancy with a presence in over 50 countries. You will find that our thinking is different. Our models are different. Over the last 40 years, this thinking has continued to have a major impact on people and organisations around the world. Our key areas of focus are on creating energised service cultures leadership with engaged people to deliver. In short, our aim is to help you achieve your organisational goals through energised, productive people. We do this through a combination of consulting, training programmes and measurement processes that aim to maintain the momentum of change after TMI's involvement. TMI has had a full time office in Kuala Lumpur since. We have a team of internationally trained consultants who can work in English and Bahasa Malaysia.

"Working with TMI has to some extent 'spoilt the market' as it has set new standards for business partnerships...Most importantly, we started to enjoy ROI in a short span of 6 months within the areas of business results, leadership engagement and productivity indicators..." **HR Director, international pharmaceutical company**

"Hiring TMI looks to be one of the best professional decisions I've ever made."
Deputy Chief Executive Officer,

TMI CONSULTANCY SDN
BHD

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