

FEELINGS: QUALITY SERVICE, FIRST TIME, EVERY TIME

BY DR. ALLAN TEH

SRMSB IS A WHOLLY-OWNED SUBSIDIARY OF SARAWAK ECONOMIC DEVELOPMENT CORPORATION (SEDC) UNDER ITS TOURISM & LEISURE DIVISION.

SPECIAL DISCOUNT

As our participant, you are entitled to very special discounts...

- **Stay at Grand Margherita Hotel Standard room** with breakfast for 2 from RM200++ per room/night (run of the house).
- **Stay at Riverside Majestic Hotel Superior room** with breakfast for 2 from RM220++ per room/night (run of the house).
- **Stay at Damai Beach Resort** for 2 at only RM180.00 nett per room per night (run of the house).
- Special entrance rates to **Sarawak Cultural Village**.
- Special green fees plus use of buggy at **Damai Golf & Country Club**.

(Terms & conditions apply)

Customer service is all about FEELINGS. Customers stop coming because they feel hurt! On the other hand, when you take care of your customers "FEELINGS, they will remain loyal for life and will be your free advertisement. The only way to stay in business is with CUSTOMERS. When you take care of your CUSTOMERS they will take care of your BUSINESS.

WORKSHOP OUTLINE

Dr. Allen Teh has conducted extensive worldwide research on customers service as well as on customers behavior related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance.

Dr. Allen Teh has more than 28 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant, Human Resource Consultant, Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction, insurance, oil-palm plantations & biotechnology.

As a trainer and consultants, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tours agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centers.

Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone to join his crusade.

Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from University of Dubuque Iowa, USA.



DATE :

28-29 July 2009

VENUE :

**Grand Margherita Hotel /
Riverside Majestic Hotel**

INVESTMENT :

RM 899.00 per pax

CLASS SIZE

25 participants

**For registration / more
details please contact:**

**Sara Resorts Management
Sdn Bhd**

**9th Floor, Menara SEDC,
Jalan Tunku Abdul
Rahman 93100 Kuching**

**Tel: 082-414377
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Brian Mathew / Jorinda
Chee / Shirley Poh**

**Or log on to our
website:**

HRDF CLAIMABLE

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Day 1

Introduction:

- Music and Customer Service?
- What are the similarities?

Why Service?

- Activity: SWOT Analysis
- Vision and Core Values
- A Customer Revolution has started and a Service Crisis is taking place
- A Great Opportunity for Business Differentiation

The 6 Steps on the Stairway to Success:

Motivation to Excel in Work & Life

- Self-Image
- Attitude
- Your Relationship with Others
- Goals
- Desire
- Work

WOW...Beyond Basics

- The 5 Service Principles
 - Feel Good About Yourself
 - Practice Habits of Courtesy
 - Use Positive Communication
 - Listen and Ask Questions
 - Perform Professionally
- Remember the Basics A.R.T. for Service
- WOW! Beyond the Basics – the Differentiating Factor in Business
- "Better, Faster, Different"

Think Like the Customer, Act Like the Owner

- The 3 value Points for Customers
- Service VS. "Services" – The "How" and not the "What" You Are The Organisation
- Five Body Language Do's and Don'ts
- Four Guideline for Dressing for Success
- The Importance of Networking
- Nine Techniques of Creating a Good Impression through E-Mail and Voice Mail

Day 2

Techniques to Treat Customers as Welcomed Guest (Phone and Face-to-face)

- The power of Positive Communication: Face-to-Face and On the Phone
- Basic, Basic Telephone Skills
- 5 Forbidden Phrases

Common Workplace Courtesies

- It's Business, NOT PERSONAL
- Managing Emotions with Your Boss, Co-Workers and Customers

Conflicts Resolution & Utilisation – Taming The Tiger

- Why and How Internal Conflicts can happen?
- Resolving Conflicts At Work

Role Play Via Creative Musical Skit Presentation

- Skit Preparation by Teams (1 hour)
- CLOSING

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