

Service Excellence™ for Frontline Service Providers and Supervisors

Friday
26 June 2020

or

Tuesday
13 October 2020

9:00 am – 5:00 pm



Service Excellence™ for Frontline Service Providers and Supervisors

INTRODUCTION

Service requirements and standards must be clear so that frontline service providers (supervisors and staff) can perform to expectations. The soft skills and techniques needed to impress the customers are not innate skills, i.e. they are not something we are born with, but skills we can learn if taught. Frontline service providers are expected to be knowledgeable, able to communicate, will take proactive action to resolve customers' problems, handle complaints, and to provide service in such a manner that customers want to come back again and again because dealing with the company is so easy, simple, convenient and effective.

This programme is intended to equip frontline service providers and supervisors with the right mindset and skills in providing excellent service despite encountering some difficult customers.

OBJECTIVES

- Define and identify what it takes to provide excellent service
- Demonstrate service skills
- Handle complaints – steps, methods and words – in person and over the phone
- Assess own deficiencies when providing service
- Develop Action Plan to address deficiencies in order to improve own and company-wide service skills

DESIGNED FOR

- Customer Service supervisors & managers
- Frontline service providers

CONTENTS

Service Excellence™

- Elements of Service Excellence™ and Potential Service Barriers
- What Customers Really Want!
- Everything Begins with the Right Attitude

Service Excellence™ Skills and Techniques

- Person to Person Communication and Interaction Skills
- Over the Phone Voice Communication Skills and Etiquette
- Assertive Problem Solving Skills
- Cooling the Heat Technique – Managing Customers' Angers
- Service Recovery Skills
- Handling and Resolving Customer Complaints Skills

Key Phrases and Hot Buttons

- Helpful and Constructive Phrases to Remember
- Phrases that Irritate and Should be Avoided

Self-assessment and Action Plan

- Service Assessment and Action Plan

Case-based Skills Practices

COURSE LECTURER

Ms Weelan Ho is the Principal and Director of PGA Consulting Limited (HK) and the Director of Ascent Global Service Pty Limited (Australia). She has significant experience in helping companies create value and improve bottom-line results through Strategy Development, Operations & Sales Improvement, Service Excellence and Organization Cultural Change Programs etc., just to name a few. The clients she has worked with are multinationals, public listed companies, family-owned enterprises and SME across Asia Pacific in multiple industries as well as with the public sector.

Another of her focus is leadership development of senior executives, middle managers and supervisors through a combination of coaching and organization development, as they are the pillars of the organization, each having responsibility to ensure the company performs effectively in an increasingly competitive environment. Expanding organization capability and improving soft skills are necessities for they directly impact on company performance reflected through revenue, profits and growth.

DATES & TIME

Friday, 26 June 2020 [Register Now](#) **or**

Tuesday, 13 October 2020 [Register Now](#)

9:00 am – 5:00 pm

FEE (Inclusive of tea/coffee breaks)

HKMA Member: HK\$ 2,780

Non-member: HK\$ 2,980

Early Bird Discount: HK\$200 each

(For those who enrol and pay one month before the course commencement date)

Group Discount: HK\$200 each

(For companies which send a total of two or more participants to this course and enrol at the same time)

VENUE

The Hong Kong Management Association
14/F Fairmont House
8 Cotton Tree Drive
Central
HONG KONG

LANGUAGE MEDIUM

English, but can supplement with Cantonese and Putonghua if needed, depending on the needs of participants

METHODOLOGY

Discussions, video, exercise, case study for skills practices and role play

DEADLINE FOR REGISTRATION

1 week before commencement

ENQUIRIES

For course details, please contact Ms Diana Li on 2774-8552 or dianali@hkma.org.hk; or visit the HKMA website: www.hkma.org.hk/seminar. For course enquiries and reservations, please contact Customer Service Department on 2774-8501 or hkma@hkma.org.hk.

Service Excellence™ for Frontline Service Providers and Supervisors

- 26 June 2020 SG-86788-2020-1-F
 13 October 2020 SG-86788-2020-2-F

FEE: HKMA Member: HK\$2,780
Non-member: HK\$2,980

Name (Mr / Ms): _____
(Surname) (Other Names)

HKID Card No. (For verification of the applicant's identity): _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Job Function (e.g. Accounting), please specify: _____

Nature of Business (e.g. Retail), please specify: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr / Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma

Other Diploma Matriculation F. 5 / HKDSE Others (Please specify): _____

Where did you **FIRST** learn about this programme?

- Email Promotion from HKMA Direct Mail by Post
 HKMA Website Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8500/2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8500/2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____