

# WOMEN'S INSTITUTE OF MANAGEMENT

(INSTITUT PENGURUSAN WANITA (WIM) )( Company No. 264164-K)

(A Non Profit Company Limited by Guarantee and Without Share Capital)

## 5 ★ PROACTIVE CARING CUSTOMER SERVICE

**Have you ever wondered what really  
a 5-STAR Customer Service is like?**

**Do you want to be able to deliver  
a 5-STAR Customer Service?**

**Do you want to know how a 5-STAR Customer Service  
can benefit you as a provider?**

Everyone talks about a 5-Star Customer Service or has heard people raving about a 5-STAR Customer Service. But what is this concept really? Is this something doable?

This workshop is designed to help you realise your potential and talent to be a good service provider and to exceed customers' expectations. The philosophy of a 5-STAR Customer Service will be revealed to you. And you will also be shown how a 5-STAR Customer Service can be achieved.

### **Content Outline:**

1. Moments of Truth
2. First Impression Matters
3. Communication Skills
4. Organizational Skills
5. The 5 STARS
6. Winning the Loyalty Factor
7. Who are the 5-STAR Service Provider?
8. Putting It All Together

### **Who Should Attend**

Those whose responsibility and business is to provide customer service.

### **Methodology**

This programme uses a blended approach of management philosophy with practical techniques. It is designed to be highly participative and integrative where participants through experiential participation.

The following techniques and tools will be used.

- Individual and group work, Role plays,
- Case studies, Quizzes, Videos,
- Peer group sharing,
- Oral communication templates,
- Facilitator debriefing and coaching and
- Participant workbook

## FACILITATOR

### Philip Tan

- Bachelor of Laws (Hons), University of Wolverhampton, UK
- Practitioners' Diploma in International Advertising (Dip.IAA, New York)
- Cert.Ed (TESOL), Pantai Valley Teachers' College, Kuala Lumpur
- Master in Business Administration , Soft Systems Methodology, University of Hull, UK
- Higher Group Diploma in Public Relations, Sales Management, Marketing and Advertising (Institute of Commercial Management, Bournemouth, UK)
- Associate Estate Planning Practitioner (AEPP), UK

Philip is a public speaker, master trainer, researcher and consultant. He has held senior management portfolios in diverse industry and has over 15 years of experience in the field of corporate training. Among the organisations he has trained in-house includes Hewlett Packard, Ministries from the Government of Malaysia, I-CIMB, IM4U Sentral, Australian High Commission, COWAY, JOTUN, Malaysia Airports Berhad, SIEMENS, etc.

### 5 Star Proactive Caring Customer Service

17<sup>th</sup> – 18<sup>th</sup> May 2017 (Wed - Thur), 9 am - 5 pm

**Fees: Member – RM980.00 Non-Member – RM1100.00**  
**Group (min 3) – RM1040.00**

Name (1): \_\_\_\_\_

Name (2): \_\_\_\_\_

Name (3): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_ City: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Handphone: \_\_\_\_\_ E-mail: \_\_\_\_\_

#### Payment Details:

By Cheque / Cash: I enclose cash/cheque RM \_\_\_\_\_ payable to **'Women's Institute of Management'**

Bank the payment into **Women's Institute of Management**'s account:

Bank : **CIMB Bank Berhad** Account No.: **8000694925**

(fax or email the bank-in slip as the proof of payment)

By Credit Card: Please charge RM \_\_\_\_\_ to my credit card: V / M

Name of Cardholder: \_\_\_\_\_

Credit Card No.: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Card Issuing Bank : \_\_\_\_\_

**Please tick if you are WIM Member**

I understand that a place is reserved when payment has been received by WIM

Signature \_\_\_\_\_ Date \_\_\_\_\_

## REGISTRATION FORM

### ADMINISTRATIVE DETAILS

Venue: 1<sup>st</sup> Floor, Wisma WIM  
7, Jalan Abang Haji Openg  
Taman Tun Dr. Ismail  
60000 Kuala Lumpur.  
Tel : 03-7725 0268 / 0288 ext 16  
Fax : 03-7725 0286  
E-mail : [nyk@wimnet.org.my](mailto:nyk@wimnet.org.my)  
Website: [www.wimnet.org.my](http://www.wimnet.org.my)

Fees inclusive of 6% GST, refreshments, luncheon, course materials and Certificate of Attendance.

### REGISTRATION POLICY

#### REGISTRATION

Registration Form must be completed and submitted together with full payment of the seminar fees to WIM before commencement of the seminar. Otherwise, we may have to treat your registration(s) as unconfirmed.

#### SUBSTITUTION OR CANCELLATION

Substitution of participant(s) is allowed provided WIM is notified in writing of the same with the name of the new participant(s) at any time prior to commencement of the seminar.

WIM reserves the right to cancel, reschedule or postpone the seminar due to unforeseen circumstances. Every effort will be made to inform registered participants.

#### PAYMENT

Payment paid is not refundable.

#### GROUP DISCOUNT

An organization sending 3 or more staff members to attend is entitled to RM1040 per participant.

**HRDF SBL Claimable**