



FRONTLINERS – At Your Service

- DATE:** 11 April 2023
VENUE: Online - MS Teams
TIME: 9:00 AM – 5:00 PM
FEE: RM 700 per-person
- *Price above includes 6% SST*
 - *HRDC Claimable/Payable to MEF Academy Sdn Bhd*

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<https://forms.office.com/r/t9S7cPKsJn>

Objectives

This course presents a framework for continuous improvement of service where it really counts - at the point contact with the customers. The introduction of the Kaizen concept in this course would enlighten the participants of the effectiveness of applying Kaizen for continuous improvement in their day-to-day work. In addition to this, this course equips participants with strategies and skills that will help them make the most of their day-to-day interactions with people who receive their services, both inside and outside their organisations. Thus, this is considered as an "all-in-one" course for front liners catering for busy service industries.

Participants will:

- Distinguish core skills at the root of good service
- Respond to customer needs in ways that both please the customer and build the organisation
- Aid in handling customer complains and respond positively

Target Audience:

Front-line staff e.g. Front Desk Assistants, Customer Relations Officers and those who come in constant contact with the customers.

Methodology

- Online Lectures • Discussions
- Case studies • Video Presentations

Trainer Profile:

Mr. Amirulamin Mat Yunus - Associate Consultant at MEF Academy. He graduated from University Malaysia Sarawak (UNIMAS) with a Bachelor Degree of Human Resource Development and now he is a Certified Trainer issued by Human Resource Development Corp. He started his career in a legal and compliance field and has experiences in conducting audit for a quality management system as he is also a Certified Lead Auditor for ISO 9001;Quality Management System.

TOPICS COVERED

• **Module 1 : Responsibility in Frontline Service**

- Analysing your job and managing your time for each task
- The negative and positive effect of front liner's attitude to their customers and business
- Keeping a service oriented attitude

• **Module 2 : Customer Relations**

- Understanding various personalities of customers
- Methods of handling each type of customers
- Using your emotional intelligence
- Meeting and exceeding customer needs

• **Module 3 : Communicating Effectively**

- Understanding body language, gestures and facial expression
- Selling and marketing your service
- Telephone handling skills

• **Module 4 : Problem Solving**

- Analysing complaints
- Handling customer complaints – the emotion and the problem
- Reducing complaints by continuous improvement

For further information, please contact;
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