

Course Title: The “SMART!” Relationship Management Program

Introduction

One of the least expensive but most effective ways to market a business is through excellent relationship management with your customers. Customers are obvious requirements for doing business. In today’s competitive business environment, the importance of customer service is at an “all-time high” because providing a good product or service alone is just NOT enough to win customers.

All companies, service organizations and manufacturers alike, even government agencies and not-for-profit organizations, are striving to build excellent relationships with the people they serve. Consumers of every description, and that includes our customers, are being exposed to “lots of service” from numerous service providers. All these organizations are trying to distinguish themselves from others by the quality of their service. That means organizations now compete on the basis of service.

Business organizations have to make that “encounter with the customer” a “memorable experience” for them. The customers of today can tell in a split second the difference between **outstanding** service and good, mediocre, or bad service. In order to compete on service today and build relationships with customers, **and that’s what we all have to do**, we need to be **really** good at it.

So if your customers matter to you, you have to build a service and relationship that recognizes the differences among your customers, so that these differences become special. Customer service and relationship building is not about treating all your customers as the same. We need to understand what our customers want, and in doing so, we signal to them their importance and value.

To determine the customer service that you wish to deliver and the relationship that you wish to build, your company must first determine what is important in the way you do business; for this is the essence of what you present to others. First determine your philosophy, which will then influence your company’s vision statements. The personal touches that you add when you deliver service will give you your “stamp of individuality”. This will assist your customers in remembering your company, and the way in which you stand out above the rest.

Learning Objective

Upon completion of this program, course participants will be able to:

- Clarify their values and perspective in customer service
- Determine goals/priorities in their personal commitment to improve customer service
- Add value with the personal touch of “professionalism”
- “Read” different customers and connecting with them in an appropriate manner

- Communicate effectively and conveying messages clearly and persuasively to customers.
- Negotiate and manage conflicts effectively and working towards achieving win-win outcomes
- Recognise the needs and concerns of customers and creating mutually beneficial outcomes
- Apply improved interactive skills in dealing with customers
- Practice the process of improved customer transactions and maintain better relationships with customers

Course Contents

- **SMART! Principle and Customer Service**
 - The SMART! Principle
 - The Service Quality Model for Organisational Development
 - The Basic Fundamentals of Customer Service
 - The “Zig-Zag Ball Game” Exercise
 - Pro-activeness and Personal Effectiveness
 - The “Numbers Game” Exercise
 - Avoiding Assumptions
 - Values, Choices & Consequences
- **The Changing Environment**
 - The “Changing Environment” WORD Scrambler Exercise
 - Discussion and Debrief on “Adapting to Environmental Changes”
 - “My Lovely Lemon” and MCQ Group Exercise
 - What is SMART! Customer Service? (Summary Discussion)
 - The “CHANGE” Activity (Individual Commitment Exercise)
 - Goal-Setting & Achieving Performance Standards
 - “The Missing Link” and debrief on the “Internal Customer” & “Co-Operation”
- **Professionalism**
 - What is Professionalism? (Group Discussion)
 - Personal Responsibility – Starting from “Inside-out”
 - Presenting a Credible & Reliable Professional Impression
- **Professionalism and Communication**
 - What is the Portrait of a Professional?
 - Providing Service Beyond the Call of Duty
 - The 3Vs of Communication (Discussion)
 - Your Personal Communication Profile (Individual Evaluation Exercise – 25mins)
- **Communication**
 - The STAR! Review Session

- The Power of “Non-Verbal Communication” presentation
- “Non-Verbal Communication” Group Exercise

- **Communication and Customer Relations Management**
 - “Get to the Point & Keep to the Point” Interactive Skills Presentation
 - Customer Relations Management Techniques & Skills
 - Starting “SMART” when Dealing with Customers Maintaining “Focus” when Dealing with Difficult Situations
 - Building “Rapid Rapport” with Customers
 - Offering “Appropriate Options” in Handling Various Situations
 - Wrapping Up By “Finishing in a Fast & Friendly” Way With Customers
 - Interactive Communication (Application Exercise)
 - Removing Mental and Emotional Blocks to Good Performance in Interactive Situation

- **Customer Relation Management**
 - The Interactive Situation (presentation & role-play, discussions)
 - Handling Customer Service on the Telephone and in Face-To-Face Situations
 - Self-Reflection, Peer Evaluation and Trainer Comments

- **Customer Service Excellence**
 - The 3As of Customer Service Excellence (Organisational Support Focus)

- **Team Work**
 - The Importance of Working in Teams
 - The Power of Teamwork (Building Exercise)

- **Review of Pre-Course Analysis**
- **Summary & Conclusion**

For Whom

This course is designed for all personnel working in the business organization who need to fully appreciate the value of customer orientation. It is also highly beneficial for experienced frontline staff to identify and correct bad habits in dealing with customers and reinforce their professionalism in all customer interaction situations.

Method of Learning

The training approach is multi-pronged using theoretical, practical and experiential methods. Participants will receive feedback on their current performance, do practical exercises, play games, role-play, and experience the feelings and sensations of what they are learning. Examples, stories and metaphors will be related to participants’ real life experience and scenarios.

Date and Duration

Date: Wednesday, September 6, 2017 to Thursday, September 7, 2017

14 contact hours

Course Time:

Day 1 – 9am to 5pm

Day 2 – 9am to 5pm

Course Fee

Course Fee inclusive of GST (7%)

\$480/- (includes 2 Tea Breaks, Course Package Materials. Lunch is excluded)

Venue

3 Temasek Avenue, Level 21, Centennial Tower, Singapore 039190 (Next to Promenade MRT Station)

Course Facilitator

Francis Soh Kok Yuen

Mr Francis Soh holds a Master of Science Degree in International Marketing from the University of Strathclyde (UK), among other academic and professional qualifications in marketing management (CIM), marketing communications (CAM) and training management (ITD). He is also a Certified Manager & Assessor of the People Developer Quality Standard by the Singapore Civil Service College and the PSB Academy and an ACTA certified trainer & assessor. Mr Soh was awarded a Certificate of Commendation for outstanding performance in training & development by the Singapore Institute of Management concurrently with the Institute of Training & Development (UK) in 1990. He also received a 5-Year Long Service Teaching Award from the Singapore Institute of Management (SIM) in February 2002.

Mr Soh has about 15 years' industry experience in retail merchandising and management, marketing communications, sales & marketing management and training & development management/consultancy. He also worked for about 8 years in an academic position with a tertiary education institution in Singapore.

Mr Soh has conducted human resource & other supervisory/management training programs overseas (for example in the Middle East, Beijing, Malaysia, Vietnam, Thailand, Myanmar & Laos), and locally for business organizations ranging from small and medium

enterprises to the Singapore Food Industries, NCS Computers, Tanglin Trust School, Management Development Institute of Singapore (MDIS), Civil Service College, TME Systems Pte Ltd, Autotype International (Asia) Pte Ltd, Pratt & Whitney Canada, Valle Verde Pte Ltd, Trakindo Utama Services (S) Pte Ltd, Singapore Airlines Terminal Services (SATS), OTIS Elevator Company, Sandvik SEA Pte Ltd, EM Services Pte Ltd, Jurong Port Pte Ltd, PowerSeraya Ltd, Airfoil Technologies Singapore Pte Ltd, Estee Lauder Travel Retailing Inc, Swarovski Singapore Trading Pte Ltd, Shimano Singapore Pte Ltd, The Timberland Company (Asia-Pacific) Pte Ltd, LianBee-Jeco Pte Ltd, TNT Express Worldwide (S) Pte Ltd, Baker Hughes Inc, WEST Pharmaceutical Services Pte Ltd, Panasonic Factory Solutions Asia Pacific Pte Ltd, Nestle Singapore Pte Ltd, Cash-Converters Asia and Mount Alvernia Hospital.

He is also an experienced consultant in the implementation of organizational service quality excellence, and one of his signature work was the “SMART! Service Excellence Program”, where he was contracted to deliver 26 runs at the Mount Alvernia Hospital, and where he has completed follow-up implementation consultancy services.

He also conducted the Tourism Management & Marketing Course for the Integrated ASEAN Initiative (IAI) Training Program in Vietnam, Laos and Myanmar in 2006. His most recent project is the involvement in providing human resources consultancy for the Solomon Islands Port Authority located in the Pacific Archipelago from 2013 till 2015. Mr Soh has also recently conducted the International Business Trade Communication Program on contract with the Ministry of Foreign Affairs in Vietnam, Myanmar, Laos and Cambodia between August 2014 & February 2015. Mr Soh was also one of the speakers for Business Excellence in JSPP21: Better Productivity for SMEs organized for participants from Brunei, Cambodia, Kenya, Laos, Mozambique, Namibia, Nepal, Rwanda, Timor-Leste and Vietnam in 2016.

Contact

Please contact Mike Lin at +65 6222 3310 ext 510 or mike@primestaff.com.sg