

# S.W.A.P. Frontline – Service With A Purpose for Frontliners

Customer Service Program for Frontliners

*"THERE IS ONLY ONE BOSS. THE CUSTOMER. AND HE CAN FIRE EVERYBODY IN THE COMPANY FROM THE CHAIRMAN ON DOWN, SIMPLY BY SPENDING HIS MONEY SOMEWHERE ELSE."*

- Sam Walton

Every organization is in business for its customer and continues to stay in business because of the customer. Hence the only way to run a company is by saturating it with the voice of the customer. The people who are constantly portraying the organizations image and professionalism are the frontliners, who commit their entire day to serving and satisfying various type of customers. They are the first and most often the most critical contact point in creating satisfaction and loyalty. It is imperative that they be equipped with the necessary skills to meet, exceed and even 'WOW' our customers.

## Program Description



**S.W.A.P. Frontline** is the first program of the SWAP series. It is all about developing frontliners with self-confidence, pride and a sense of purpose in delivering their crucial daily responsibilities. Participants will be trained on understanding customer needs and expectations through listening and questioning skills, managing their emotions when dealing with difficult situations and various customer personalities, handling complaints effectively and initiating service recovery to repair negative customer perceptions and promote customer loyalty.

Targeted Competency	Program Objectives
Customer Service Orientation	<ul style="list-style-type: none"> <li>Express the concept and value of providing quality customer service.</li> <li>Develop and match their personal value system with that of the organization to evoke a sense of purpose.</li> <li>Define their roles and responsibilities at each contact point with the customer to create satisfaction by using the right vocal, facial and body language.</li> <li>Understand the customer quickly and correctly by applying quality questioning and empathetic listening skills.</li> <li>Develop the mindset and habit of saying, "Yes" to the customer.</li> <li>Be aware and use the right service language to create rapport, respect and an emotionally satisfying experience for the customer.</li> <li>Develop emotional control through the principles of emotional intelligence to manage personal emotions and moods during service transactions.</li> <li>Develop self-confidence to manage and handle difficult customers and stressful circumstances.</li> <li>Value complaints as opportunities to improve service and initiate service recovery to maintain trust and encourage customer loyalty.</li> <li>Handle and resolve complaints quickly, creatively and professionally.</li> <li>Project telephone professionalism with finesse and class.</li> </ul>
Self Confidence	
Information Seeking	
Impact and Influence	
Interpersonal Understanding	
Relationship Building	
Self Control	
Creative Thinking	

**Duration** 3 Days (In Malay or English)

**Designed For** Front Counter Staff and anyone who liaises with customers on a face to face basis.

**Participants** A maximum of 25 participants only.

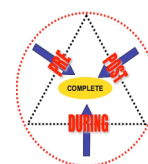
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<b>Content</b>	<p>The program includes the following contents:</p> <ul style="list-style-type: none"><li>• The Right Attitude for a Service Professional<ul style="list-style-type: none"><li>○ Creating the right attitude by altering limiting beliefs.</li><li>○ Understanding the difference between ‘slave’ and ‘serve’.</li><li>○ Always say YES to the customer?</li></ul></li><li>• The Value of a Customer<ul style="list-style-type: none"><li>○ What is the cost of poor service?</li><li>○ Value through the YEZ formula</li></ul></li><li>• Identifying the Attributes and Responsibilities of a Service Professional<ul style="list-style-type: none"><li>○ Identifying service roles</li><li>○ Understanding customer needs</li><li>○ Listening intellectually and emotionally</li></ul></li><li>• Managing customer expectations<ul style="list-style-type: none"><li>○ Meeting and exceeding expectations</li></ul></li><li>• Levels of Service and 4 secrets of a Customer Oriented Organization<ul style="list-style-type: none"><li>○ Evaluating your service, delivery, mindset and relationships</li><li>○ Rating your current service</li><li>○ Bank account of relationships</li></ul></li><li>• Changing the current Service Mentality<ul style="list-style-type: none"><li>○ Creating the WOW! Factor for every customer</li><li>○ Identifying the current barriers in service delivery</li><li>○ Identifying critical points to change throughout the service transaction</li></ul></li><li>• Serving the Customer’s through EQ<ul style="list-style-type: none"><li>○ Understanding how the right attitude influences the right approach in service delivery</li></ul></li><li>• Using Complaints to create Customers for Life<ul style="list-style-type: none"><li>○ The power of service recovery</li><li>○ The shared role for effective recovery</li><li>○ Five steps in handling complaints</li></ul></li><li>• Managing our Emotions with Difficult and Different Types of Customers<ul style="list-style-type: none"><li>○ Effective methods for emotional self-control</li><li>○ Understanding customer intention</li><li>○ Handling difficult customers</li></ul></li><li>• Understanding the Communication Process<ul style="list-style-type: none"><li>○ Say what you mean and mean what you say</li><li>○ Barriers to communication</li></ul></li></ul>
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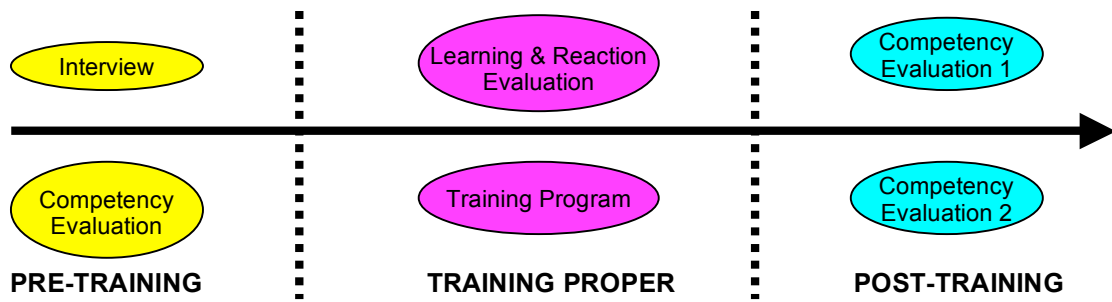
<b>Methodology</b>	<p>The program involves short interactive lectures coupled with a series of indoor activities role-plays on customer handling techniques, complaint solving methods and emotional control strategies. Participants will also go through practical work simulations and subsequent group discussions and presentations to accelerate learning and competency development. The complete training process is described in the diagram below:</p>
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## The COMPLETE Training Process\*



*\*A full description of the COMPLETE Training Process and other inquiries about this program will be made available upon request.*