

S.W.A.P. Teller – Service With A Purpose for Toll Tellers

Customer Service Program for Toll Tellers

"THERE IS ONLY ONE BOSS. THE CUSTOMER. AND HE CAN FIRE EVERYBODY IN THE COMPANY FROM THE CHIRMAN 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 its 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 our frontliners who commit their entire day to serving and satisfying various types 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. Teller is the first program of its kind designed specifically for toll tellers. It is all about developing tellers with self-confidence, pride and a sense of purpose in delivering their crucial daily responsibilities. Participants will be trained on meeting customer requirements and expectations within an 8 second transaction, giving accurate information through listening and questioning skills, managing their emotions when dealing with difficult situations and various customer personalities, handling and channeling complaints within seconds effectively and initiating service recovery to repair negative customer perceptions to ensure a positive service experience and promote customer loyalty.

Targeted Competency	Program Objectives
Customer Service Orientation	<ul style="list-style-type: none">Express the concept and value of providing quality service.Define their roles and responsibilities at each contact point with the user to create satisfaction by using the right vocal, facial and body language within an 8 second transaction.Understand the user quickly and correctly by applying quality questioning and empathetic listening skills.Develop the mindset and habit of saying "Yes" to the user.Be aware and use the right service language to create rapport, respect and an emotionally satisfying experience for the user.Develop emotional control through the principles of emotional intelligence to manage personal emotions and moods during toll transactions.Develop self-confidence to manage and handle difficult users and stressful circumstances at lanes within seconds.Value complaints as opportunities to improve service and initiate service recovery to maintain trust and exceed expectations.Handle and channel complaints within 30 seconds, creatively and professionally.
Self Confidence	
Information Seeking	
Impact and Influence	
Interpersonal Understanding	
Relationship Building	
Self Control	
Creative Thinking	

Duration 2 or 3 Days (In Malay or English)

Designed For Toll Tellers ONLY.

Participants A maximum of 25 participants

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Content

The program contents include the following:

- The Right Attitude of a Toll Teller
 - Creating the right attitude by altering limiting beliefs.
 - Understanding the difference between 'slave teller' and 'serve teller'.
 - Always say YES to the user?
- Identifying the Attributes and Responsibilities of a Toll Teller
 - Identifying service roles at lanes
 - Understanding user expectations during peak and non-peak periods
 - Listening intellectually and emotionally
- Managing user expectations
 - Meeting and exceeding expectations within 8 seconds
 - Highway = Toll = 3S
- Levels of Service and 4 secrets of a User Oriented Teller
 - Evaluating your service, delivery, mindset and relationship.
- Changing the current Service Mentality
 - Creating the WOW! Factor for every user
 - Identifying the current barriers in service delivery
 - Identifying critical behaviours to adopt throughout the service transaction
- Serving the User's through EQ
 - Understanding how the right attitude influences the right mood and approach in service delivery
- Using Complaints to create Users for Life
 - Service recovery in 30 seconds
 - The shared role for effective recovery (Teller – Supervisor – Security)
 - Five steps in handling complaints
- Managing our Emotions with Difficult and Different Types of Users
 - Effective methods for emotional self-control
 - Understanding user intention
 - Handling difficult users

Methodology

The program involves short interactive lectures coupled with a series of indoor activities, role-plays on user handling techniques, complaint channeling methods and emotional control strategies. The complete training process is described in the diagram below:

The COMPLETE Training Process*



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