

**Conducted by:**  
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Member – Institute of Marketing Malaysia  
Certified Trainer – EMP /1654



## **Developing & implementing customer centric service strategies**

A Training Campaign for all HODs, Team Leaders, Supervisors & Managers

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**Shahrukh Moghal**

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## Key benefits of the service strategy training

- Successful Customer-Centric Business Strategies
- Positive Public Interest
- Better Employee Morale
- Higher Profits through Existing Customers
- Increased Responsibility taken by employees
- Employee Motivation
- Satisfied Shareholders
- Enjoy savings through improved process efficiency
- Reduced Risk of Business Failures
- Increased Efficiency
- Enhanced Customer Experience
- Influx of New Customers

### Introduction

This program is designed to instil a **Customer Centric Mindset and Culture** in order to empower the company's Service Delivery Efforts. Together, we develop effective customer service strategies individually as departments for the ultimate goal of supporting the organisation's service vision to achieve Customer Delight. Hence, productivity and profits are realized through Strategic Service Delivery Management.

### Course objectives

**Upon completion of the 2-day course, participants shall be expected to:**

Understand the role of each Business Unit in spreading a service culture throughout the organisation

Understand what customers really want and ascertain how well we are providing it.

Provide relevant and constructive advice to promote the improvement of customer service delivery

Ensure customer service strategies and opportunities are promoted to designated individuals and groups

Promptly action processes & procedures to resolve customer difficulties and complaints

Maintain systems, records and reporting procedures to compare changes in customer satisfaction

Ensure that decisions to implement strategies are taken in consultation with designated individuals and groups

Review client satisfaction with service delivery using verifiable data

Identify and report changes necessary to maintain service standards to designated personnel

Understand the concepts & usage of terms like CSI, NPS, Process mapping, SWOT Analysis

Learn the art of post-strategy development goal setting & action planning

Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of client service strategies

### Class size

A maximum of 15 participants since this is a hands-on activity based session

# Training content

2 days

## Training Methodology

This programme employs adult learning techniques which include fun active learning strategies to facilitate understanding and retention.

Participants will spend 80% of the time in individual or group activities which allow them to learn, develop and practice. A workbook is used to facilitate the programme.

Structured Experiential Learning Exercises, Super Learning Environment, Role Plays, Games & Simulation & Performance Coaching, Team Presentations.

## Developing a customer centric service mindset

### Embedding a customer centric service experience

Visible Customer Centric Team Leaders  
Understanding your customer  
Design the experience  
Agent mindset transformation & empowerment  
Customer Centric KPI's  
Engage the back office  
Feedback for continuous improvement

### Self - diagnosis

#### 5 Service Dimensions that all Customers care about

##### Are we fulfilling Customer's expectations?

**Exercise:** Brainstorming current actions relating to service dimensions

**Group presentations** on existing actions according to the service dimensions

### Deriving Customer Centric service strategy steps through data collection (CSI | NPS | VOC)

Conducting Customer Satisfaction Survey  
Conducting NPS Survey  
Developing survey questions  
Collecting and analysing data  
Impact and importance of CSI & NPS  
Developing strategy based on survey data results  
**Exercise:** Data collection, calculation, CSI determination, NPS calculation, Developing Strategy Statements

### SWOT analysis for service strategy improvement

**Exercise:** Conducting SWOT analysis to identify your company's service strengths, weaknesses, opportunities and threats. Developing strategy through creating relationships between internal and external factors that influence service

## Strategizing internal processes to become customer centric

**Customer Journey Mapping** & analysing all customer touchpoints available

**Exercise:** Mapping individual "AS IS" service processes to find gaps

**Exercise:** Developing "TO BE" service process maps that are more customer centric for improved service and to resolve customer difficulties and complaints

### Monitor and evaluate progress

Customer Centric Metrics & KPI's

Input from front line and supervisors

Tapping into data sources i-e (CSI | NPS | VOC),

Web & Quality Monitoring

Setting metrics in Service, Quality, Efficiency, Profitability

### Service goal setting & Action Planning

**Exercise:** Service goal setting and strategy action planning according to all aspects learned i-e

5 Service Dimensions all customers care about

Customer Satisfaction Index

Net Promoter Score

Voice of Customer

SWOT for strategy development and adjustment

Customer Journey Mapping and process improvement

Customer Centric Metrics & KPI's

### Program end

### Certificate presentation

### Course evaluation



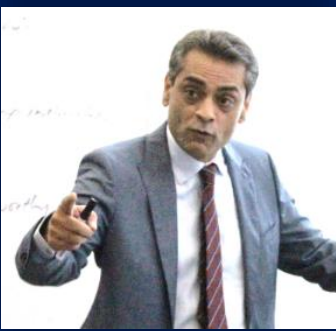
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## Who Should Attend

This program is prepared for sales representatives and their supervisors.



**Shahrukh Moghal**  
MIMM  
HRDF Approved

**Shahrukh Moghal** is a **Certified Trainer** by **PSMB Pembangunan Sumber Manusia Berhad** - Certificate # EMP / 1654. He has over 15 years of experience service and sales training. He conducts **Certified Contact Centre Professional program** subsidised by **HRDF** under its **Graduates ENhancEment pRogrAmme for Employability (GENERATE)** scheme for fresh graduates. The experiences that he has injected into his customer contact training and consultancy date back to 1990 when he began his career as a sales, then service agent in the United States. Subsequently, he moved up the ranks of agent to team leader to internal trainer over a period of 6 years. Since then, he has been actively involved with developing agent and team leader skills within sales and service teams in a multitude of industries including Media, Banking, Insurance, Telecommunications, Manufacturing, BPO companies, Pharmaceutical Sales Companies, Software Developers and more. This experience as a Call Centre and face to face service and sales trainer and project coordinator has been instrumental in the development of his understanding of front-line staff and team leader psychology, what drives each position and how skills are developed in each area.

He is a **member of Institute of Marketing Malaysia** and is chosen to conduct sales & customer service programs organized by IMM. Shahrukh is the man behind **The PLEASE!™ and LEAP!™ Workshops** which train frontliners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate. The **PLEASE!™** Workshops are suitable for any executive who interacts with customers regularly. Especially in **Contact centre customer service, Face to face customer service, Sales and Debt collection through phone**. The **LEAP!™** Workshops are suitable for professionals such as Doctors, Lawyers, School Teachers, University Lecturers and more in their quest to engage their patients, clients, students etc. during the communication process. His training sessions are filled with an air of positivity and motivation for the participants. His training style revolves around Concepts, Application, Reflection and most of all FUN!!

Shahrukh's youtube channel: <https://www.youtube.com/user/shahtrainer/videos>

Everything about Shahrukh's training programs: <http://www.contactskills.com/shahrukh-moghal-training.html>

To view **TESTIMONIALS** given by clients, please click here: <http://www.contactskills.com/testimonials.html>



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# Shahrukh's clients

**Maxis Berhad** – Call Centre Outbound Tele-Debt Collector and Team Leader assessment and training  
**Reliance Berhad Call Centre** – High Impact Sales Skills (Assessment & Training)  
**Affin Bank Berhad Call Centre**–Telephone debt collection skills  
**HSBC Bank Malaysia Berhad** – Branch Sales training of financial products  
**HSBC Bank Malaysia Berhad Call Centre** – CRM Sales training for the DRM Team  
**Hong Leong Bank Call Centre** – Sales & Debt Collection Skills  
**Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service  
**ING Insurance** – Employee benefit sales and service skills  
**The Bank of Nova Scotia Berhad** – Financial products Sales  
**Malaysia National Insurance Call Centre** – Sales training for a Child Education plan  
**Legend Hotel Call Centre**– Time Share appointment and Customer Service training  
**Palace of the Golden Horses** - Time Share Sales  
**Bumiputra Commerce Bank Berhad Call Centre** –Phone Banking Sales  
**Malaysian Oxygen Berhad Call Centre** – Call Centre Sales & Teleservice  
**Malaysia Airlines Golden Boutiques** – Buy n Fly card Sales training  
**New Straits Times**– Classified Ads-Call Centre & Face to face service  
**Utusan Melayu Call Centre** – Classified Advertising-Outbound Telemarketing Skills  
**Elken Sdn Bhd** – Counter Service / Effective Communication / Customer Service  
**British American Tobacco** – Effective Communication and Selling Skills (**Kent**)  
**Yellow Pages Call Centre** – Telephone Appointment setting Skills  
**MNI Oneline Call Centre** – Sales and Teleservice training  
**Zuellig Pharma Call Centre** - Customer Service and Team Leader Training  
**Eon Bank Call Centre** – Debt collection and Call Centre Customer Service  
**AmAssurance Call Centre** – Setting up a new Sales Unit & Call centre training  
**RHB Bank Call Centre**– Outbound Sales Training  
**Maybank Group Contact Centre** – Outbound Sales Skills (Insurance products)  
**OCBC Bank (Malaysia) Berhad** – Outbound Sales Skills transactional banking  
**Bank Rakyat Call Centre** – Sales and Service training  
**SP Setia** – Outbound Sales skills  
**Bonuslink Call Centre** – Outbound Sales Skills & Inbound Customer Service  
**Etiqa Insurance Berhad** – Brand Delivery training campaign  
**CSC Malaysia Berhad BPO Call Centre**– Inbound customer service agent and team leader training  
**Mitsubishi Motors Malaysia** – Call centre Customer Service Skills  
**Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills  
**Citylink Express Courier Call Centre**– Call Centre Collection & Customer Service Skills  
**POS Malaysia Call Centre** – Pos Laju Call centre debt collection skills  
**Sunlife Insurance** – Call Centre Customer Service Skills & debt collection skills  
**DKSH Malaysia** – Call centre agent assessment and one to one coaching  
**Gibraltar BSN Life Insurance Berhad – Formerly UniAsia Life** - Call Centre Sales  
**Corporate Information Travel** –Telephone Techniques & Handling Difficult Callers  
**HRDF – PSMB Call Centre** Customer Care Excellence

**Gabungan AQRS Berhad** – Communication Skills  
**Marsh Insurance** – Call centre customer service skills  
**BHP Billiton** – Customer Service Excellence  
**Aeon Credit Services Sdn. Bhd.** – Sales for financial services  
**Ekovest Berhad Highway Project** – Call centre customer service  
**Korean Airline – Concentrix** – De-fusing angry customers for 2<sup>nd</sup> support level Team Leaders  
**Wellings Pharmacy Penang** – Customer Service in the Retail Environment  
**Schenker Logistics** – Customer Service Excellence  
**MPI Generali** – Customer Service Excellence – Level 1 & 2  
**ELK Desa Capital Sdn. Bhd.** – Debt collection through phone – contact centre  
**Google Business Partner** – Locus-T – Debt collection through phone , Sales and Customer Service  
**KWSP** – 3 sessions on Debt Collection Skills  
**Khazanah Nasional Berhad** – Enhancing Customer Experience  
**BankTechAsia 2018 & BigTechAsia 2018** – Conference Delegate & Sponsorship Sales training  
**MCIS Insurance Berhad** – Call centre customer service training and consultancy  
**UOB Bank (Malaysia) Berhad**– SME Banking Sales Training  
**Maybank Group Customer Care (MGCC)** – Live Chat Customer Support Skills  
**Multi Trans Sdn. Bhd.** – Telephone Appointment Setting Skills  
**Akademi PKNS** – Debt Collection Skills  
**Kertih Terminals Sdn. Bhd.** – Customer Service Strategy training for HODs.  
**Appraisal Property Management Sdn Bhd** – Service Strategy & Culture for HODs  
**Zameen.com Pakistan** – Workshop on Customer Centric Mindset & Culture  
**Marriott Islamabad Pakistan** – Workshop on Customer Interaction Skills  
**Tenaga Nasional Berhad – Malaysian Power** – Customer Centric Mindset & Culture

## Latest online programs conducted since covid-19 MCO:

**UOB Bank** – SME Banking Sales Appointment Setting  
**Jobstreet.com** – Sales Skills  
**Centreside Express Maritime** – Debt collection skills  
**Protech Builders** – Debt collection  
**Len min steel sdn bhd** - Debt collection  
**Epic Chemicals Sdn Bhd** - Debt collection  
**Sen Heng Electric** – Sales Skills  
**GKK Consultant Sdn. Bhd.** – Sales Skills  
**Cenviro Services Sdn Bhd** – Debt collection through phone  
**KPJ Seremban Specialist Hospital** – Customer Service Excellence  
**Fiberail Sdn. Bhd.** – Customer Care Excellence  
**Prudential BSN** – Transforming Customer Experience  
**Tenaga Nasional Berhad** – Tranforming Customer Experience  
**Netherlands Maritime University College** – Telephone Selling Skills  
**Lenovo Malaysia** – Contact Centre Customer Service (internal & outsourced teams)

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