

# Service<sup>®</sup> is a Habit

## Objective

There are two major components in a business transaction. One is the customer; the other is the product. If you take care of the customer, they will come back. If you take care of the product, it does not come back. Product quality is often manageable. It can be controlled by using a certain desirable quality of raw material; the manufacturing process; and technological superiority.

Service quality is much more than that. It involves the mystery of human attitudes – both that of the customer, and the service provider. It is a combination of tangible and intangible expectations. Service quality, whether it is for a customer buying a \$5,000 holiday trip for his family or a customer buying a \$4.50 black-current cake, must be consistent – for the man who just bought the \$4.50 cake could have just returned from a \$5,000 holiday!

*Service is a Habit* is a high energy, interactive workshop designed to provide participants opportunities for self-discovering benefits and expectations of excellent service. Participants will learn skills and knowledge that will help them achieve peak performance in customer service. And these performance must come from a mindset oriented towards drive, passion and commitment. In short, *Service is a Habit*.

## For Who

Service providers, front-line staff and others who come into contact with customers.



**Want to know more?**

**Kelvin Ong @ HP: 9 68 68 268**

## 3-Day Service Adventure

### Workshop Content

#### Expectations and Perceptions of the Customer

- Who are your customers?
- What do they expect from you?
- What are you actually delivering?

#### Levels of Service

- Service Excellence: Myth or Reality
- Creative Service Approaches
- The Attitude of Service

#### Moments of Truth

- When 60 seconds matter
- Critical Factors in Moments of Truth
- Staying customer-focused

#### Effective Communication

- Are you reaching out to your customers?
- Empathic Listening
- Empathic Response

#### Tele-communication

- Communication without visual
- Creating a positive image
- Guidelines in using the telephone

#### Handling Difficult Customers

- Dealing with difficult situations
- Coping with any angry customer
- Managing Expectations

#### The Language of Service

- Using positive language
- Ambiguity in language

#### Strategies for Service Recovery

- When is Service Recovery required?
- Going the Extra Mile
- When is "Enough is enough"?

## Workshop Leader

**Kelvin Ong, MSc, DTM** has 18 years experience in training and personal development. He is the First District Governor of the Pan-Southeast Asia Toastmasters District. He is also the only member in Asia to be named to the *President's Circle, Toastmasters International Hall of Fame*. Kelvin holds a Master of Science degree in Training with the University of Leicester, UK. He is a certified workshop facilitator of Personal Dynamics Institute (USA) and was also a certified facilitator for 7 Habits of Highly Effective People when he was the Training Manager of NUH. A freelance trainer with the NUS, SIM, SHRI and several other institutions, Kelvin is also a founder member of MENSA Singapore. He is the co-author of the book "From Dream to Reality".

Also available: *The Competent Coach*, *The Competent Supervisor*, *Speaking Effectively: To One or One Thousand*

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