



MARKETING
INSTITUTE OF
SINGAPORE

SERVICE
EXCELLENCE

Date:
22–23 Mar 2012
14–15 Jun 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Managing Customer Complaints and Feedback – *Writing with Empathy and Tact*

Why You Should Attend This Course:

World-class customer communications must be delivered with a heart. World-class organisations are those who know what it takes to connect with their customers, build customer loyalty, and maximise customer delight with every communication. Increasingly, customers will communicate their satisfaction and dissatisfaction through email, feedback forms, letters and social media channels such as blogs, forums and Facebook, and expect a prompt reply that addresses their needs and expectations. Writing replies to customers is therefore an art that requires careful thinking, thoughtful analysis and astute writing skills.

This course is designed to help executives and managers shortcut their writing and thinking process with strategies that enable them to communicate and connect with tact, empathy and clarity on offline as well as online platforms.

Learning Outcome:

Participants will adopt a 5-step approach to understand, analyse and write to customers. Putting themselves in their customers' minds, they learn to identify customer needs and expectations effectively. Participants learn to address customer issues with empathy and sensitivity while writing in a systematic manner. Simple and effective techniques will also be provided to enable participants to write concisely and clearly, yet with shorter time. Finally, participants will walk away from the course with a toolbox of techniques that they can immediately apply to improve the quality of customer communications in their organisation.

Course Outline:

Day 1

Uncover and Understand Customer Needs

- Customer complaint iceberg theory
- What customers never tell you but expect from you
- Recognise critical customer needs and wants
- Adopt a service quality approach to identify service failures
- The art and science of customer communications

Analyse Customer Personality and Issues

- Apply the 3Ps Approach to identify customer personality and situation
- Understand customer prejudice and attitudes
- Use S.O.U.N.D to identify issues and important details in a systematic manner

Organise Your Message to Connect with the Customer

- Structure your message to communicate tact, empathy and assurance
- Organise long replies with useful content structures
- How to apologise with sincerity
- How to explain for situations which are not really your fault
- What to say when you can provide partial or no resolution

Addressing Customer in the Right Tone

- Greeting customers appropriately
- Personalise your opening for the customer
- Incorporate customer references and perspectives
- Write in a customer-centric vs. writer-centric manner
- Highlight the customer benefit when explaining and asking for information

Day 2

Responding to Complaints, Feedback and Compliments

- Steps to respond to complaints
- Replying to compliments
- Recommended phrases and words for different scenarios
- Phrases and words to avoid
- Apply techniques to samples (practice session)



MARKETING
INSTITUTE OF
SINGAPORE

SERVICE
EXCELLENCE

Managing Customer Complaints and Feedback – *Writing with Empathy and Tact*

Writing With Conciseness and Clarity

- Say more with less words
- Achieve clarity with precise words
- Using simple instead of complicated words
- Manage your sentence length and structure
- Change hidden verbs to create concise sentences
- Minimise jargon

Writing Quality Replies

- Common mistakes made in writing
- Avoid message spoilers
- Improve your grammar
- Quick editing & proofreading checklists

Improving Readability and Presentation

- Deliver information efficiently
- Effective paragraphing
- Use parallel structures
- Make use of embedded and numbered lists

Managing Social Media Feedback & Complaints

- The multiplier effect of social media
- Develop an effective social media strategy
- Identify the relevant social media channels
- Understand the customer behaviour types on social media
- Specific tips on writing to social media complaints and feedback

Who Can Benefit?

This course is designed for executives and managers who need to communicate with customers through email messages, letters and the social media, and who want to connect with their customers and build customer loyalty through the way they write. Managers who need to vet and coach others in the art of writing to customers will also benefit from the strategies and techniques shared in this course.

Trainer's Profile:

Michelle Lim brings with her more than ten years of experience in training, people management and customer service with multinationals, SMEs as well as government organisations. Companies which have benefited from her insight and experience include Standard Chartered Bank, Singapore Press Holdings, Changi Airport Group, Singapore College of Insurance, American International Group, Institute of Banking & Finance, Inland Revenue Authority of Singapore, Ministry of Defence, Public Service Division (Prime Minister's Office) and Lee Kuan Yew School of Public Policy.

Michelle was formerly from Citi (Global Consumer Banking), where she managed high customer-impact projects in a complex cross-functional and multi-cultural environment. Her experience launching and managing major services for the bank provides her with the insight and depth in managing the end-to-end customer experience from the employee as well as organisational point of view. Her customer service background extends from B2C to B2B and G2C markets. In her B2B experience, she handled key client accounts such as SingTel, DBS, Sony and Zone Telecom. In the government sector, she was with the Ministry of Manpower, where she was one of the pioneer managers of strategic manpower planning and was involved in setting up the relationship platforms and processes of the department in relation to other statutory boards and ministries.

In her workshops, Michelle also helps participants to transform the way they speak, write and communicate with a practical inside-out approach. In her many years of communications experience in both private and public sectors, she has presented to and written reports for Ministers, CEOs, Directors and others; groups large and small; and different types of audience as well as in different types of business situations. Michelle is also trained as an image consultant by London Image Institute and Imageworks Asia, accredited by AICI (Association of Image Consultants International) based in United States.

Michelle strives to create learning that inspire, engage and transform individuals and organisations. Her workshops focus not just on the theories of training but more importantly, incorporates a practical yet powerful approach to enable participants to build confidence, apply transforming techniques and improve their workplace performance and capabilities.

Date:
22–23 Mar 2012
14–15 Jun 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Managing Customer Complaints & Feedback

22–23 Mar 2012 14–15 Jun 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

***Approved for SDF funding**

Please indicate if you wish to apply Yes No

| Participant(s) Name | Designation | E-mail | Contact No. |
|---------------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1) | | | |
| 2) | | | |
| 3) | | | |
| Company: | | | |
| <input type="checkbox"/> Member (MIS Membership No): | | <input type="checkbox"/> Non-Member | |
| Billing Address: | | | |
| Contact Person: | | Designation: | |
| Tel: | | E-mail: | |
| How did you know about this course? (You may tick more than one) | | <input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____ | |

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

| Notice Period | Withdrawal / Cancellation Charge |
|-------------------------------------|----------------------------------|
| More than 14 days | No charge |
| Less than 14 days | 25% of course fee |
| Less than 3 working days or No-Show | 100% of course fee |

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg
Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
Singapore 079904