



MARKETING
INSTITUTE OF
SINGAPORE

SERVICE EXCELLENCE

Date:

5–6 Mar 2012
7–8 May 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

Service Recovery Strategies

Why You Should Attend This Course:

Many organisations have customer satisfaction as a key performance target. It is, however, practically impossible to achieve the “zero-defects” all the time. Things do go wrong at times. In our real world, there are bound to have some service failures. And if service lapses are almost inevitable, then it is crucial that organisations have proper service recovery strategies to win over upsetting customers. For there is growing body of evidence in consumer research to suggest that service recovery can generate customer satisfaction and loyalty as well as positive word of mouth advertising. A poor service on the other hand can result in negative customer experience, leading to complaints and have impact on customer’s decision on repurchase. This course will enable participants to understand how best to deal with service failures and customer complaints by understanding different customers’ expectations and how they respond to different service recovery actions. The course will also equip participants with necessary service recovery skills to manage service failures effectively.

Learning Outcome:

- Understand the relationship between Customer Expectations & Service Recovery Actions
- Understand the Service Recovery Paradox
- Know the Elements of an Effective Service Recovery Strategy
- Manage Service Failures Effectively

Course Outline:

Service Failures

- Customer Satisfaction & Expectations of Technology-Based vs. Non-Technology Based Services
- Types of Service Delivery Failures
- Understanding the Customer Complaint Behaviour
- The Service Recovery Paradox

Approaches in Service Recovery

- Key Elements of Service Recovery Strategies
- Factors Influencing Customer Response to Service Recovery
- Designing A Service Recovery Strategy

Service Recovery Techniques & Skills

Putting the Service Recovery Procedures into Actions:

- Understand and Manage Customers’ & Own Emotions
- Communicate to Win Over Angry Customers
- Role Play

Who Can Benefit?

Executives or personnel handling customer’s feedback & recovery programme.

Trainer’s Profile:

Samantha Sim is an effective trainer with a solid background in modern training techniques and concepts. She exercises competence in customer service, teambuilding, creativity, personal effectiveness and image management. She has provided training and consultancy to business professionals, corporations and government agencies. Partial list of clients include Jet Airways (India), Air Mauritius, Bosch, Performance Motors Ltd, Singapore Island Country Club (SICC), Sumitomo Corporations, Singapore Power Ltd, SingHealth, Starbucks, Shook Lin & Bok (Law Firm), ST Aerospace, The Planet Traveller, The Wright Gift, CISCO and Ministry of Education. Her spirited and innovative approach to training is filled with ideas and skills that not only makes learning fun and exciting, but also transforms human differences into core assets.

As a facilitator, she has developed her own signature program “Service Race”, an experiential approach to address service issues and implement service improvements for her clients.

In her previous appointment with Singapore Airlines (SIA), Samantha was responsible for professionalising a team of 800 cabin crew members committed to SIA Cabin Crew Training Vision of developing service professionals of distinction within a learning culture. Drawing upon ten years of multicultural experience in the airline industry, she continues to innovate and improve, offering consultancy and training in areas on Customer Service, Personal Effectiveness and Business Etiquette.

She is a B.A. graduate coupled with a M.A. from National University of Singapore. She is also a Certified Behavioural Consultant and a Qualified Colour Consultant.

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!

Service Recovery Strategies <input type="checkbox"/> 5-6 Mar 2012 <input type="checkbox"/> 7-8 May 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 <input type="checkbox"/> Yes <input type="checkbox"/> 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

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