

Relationship Management

WORKSHOP



25-26 March 2010 9am-5pm Holiday Inn Singapore



SAVE \$1,020
for Group of 3

When Outstanding Customer Service

Becomes Contagious

"Employee satisfaction equals customer satisfaction at UPS."

... Kent Nelson, former CEO of UPS

INTRODUCTION

While everyone can communicate, only few can connect with the customer. **Customer satisfaction and delight is an emotional dimension that can be best met with good interpersonal skills.** However, most customer service training concentrated too heavily on functional expertise, technical competence and knowledge rather than interpersonal skills. It is not that functional & technical expertise are unimportant but the equation is unbalance without giving equal emphasis on the unique human connection.

Every time we interact with an individual, answer the telephone, send an e-mail, write a letter or attend a meeting, we are making an impression on our customers – including citizens, visitors, people working with our staff on a project, vendors or any other employees in our organization.

Smart managers see the link between happy employee, customer satisfaction and profitability. Many organizations with a reputation for legendary service have determined that the starting point of outstanding customer service is in making employees happy, which will in turn lead to happy customers.

While companies invest thousands of dollars on external customer service training in hopes of wooing and retaining customers, little attention is being paid to the damaging effect poor internal customer service has on overall customer satisfaction.

Relationship expert, Suzanne Innes-Kent, will take you on an exciting journey on relationship matters. This 2-day workshop is designed for all leaders and managers as they hold the greatest influence in the outcome in any customer experience. You will be equipped with the latest thinking, time-tested tools and techniques in relational skills. Relational skills have to do with the ability to understand, motivate and communicate with other people. We will provide practical examples and guidance on how you and your organization can take your customer satisfaction to higher levels. Participants will have an opportunity to practise what they learn and see how they can be applied to their place of work.

ABOUT YOUR TRAINER

Suzanne Innes-Kent, LLM (Distinction), is a professional trainer, facilitator, mentor, broadcaster and writer. She has over 20 years experience in organisational training and group facilitation. Her training expertise is in interpersonal skills such as communication, customer service, team-building, management skills, negotiation and dispute resolution.

She was a regular presenter of "Relationships" programme on NZ national radio for many years. The best-selling book "Love For All Seasons" and "Someone To Love" was written by her.

In 2000, she won an award from a national magazine for her contribution to NZ through her media work. Suzanne was a regular columnist for The NZ Herald and most recently, a television presenter. She coordinated the NZ National Working Party on Family Mediation which published "Guidelines for Family Mediation" in Aotearoa NZ.

Suzanne's list of clients include organisations in the public and private sectors in New Zealand. She has worked with civil servants to senior bankers and boards of companies. Her international experience includes training airline staff throughout Australia in "The Art of Handling Demanding Customers"; training managers of a Singapore shipping company in staff motivation; in Italy with the Scuola Superiore Sant'Anna on conflict resolution and in Sri Lanka on a WHO's programme - "Health as a Bridge for Peace".

Suzanne is an accredited user of the Myers-Briggs Type Indicator and TMS Strategic Team Development instrument.

TESTIMONIES

"I really enjoyed the course and think it will be of huge and ongoing value to me both professionally and personally."...**National Bank**

"It was the first course I've been on which stayed focused. I felt it was a good use of time and therefore effective. THANK YOU!"...**ANZ Bank**

DAY 1: DELIGHT The Internal Customer

The internal environment is one major area often overlooked in customer service improvement training. Start improving your internal customer services and watch in amazement how your external customers are DELIGHT-ed as a result.

Objectives:

- Relationship between internal & external client services.
- Identify the "moments of truth" in relationship.
- Keys to strong internal relationships.
- Utilize a range of communication styles.
- Acquire the principles of clear feedback.
- Implement non-monetary reward for performance.
- Influence change in behaviour.

Brief Program Outline:

Define goals

- Who is your internal customer?
- The goal of internal relationship management?
- Causes of poor service
- Create a vision of internal customer values

Empower staff

- Teach tools for gathering staff ideas and creativity
- Encourage the 'silly idea'.
- Identify customer 'moments of truth'.

Listen Fully

- Four styles of communication with staff
- Expectation of staff – match your style to the goal.

Integrate processes

- The Seven sins of internal service.
- Activity analysis – focus on customer priorities.
- Measure performance, Create clear expectations
- Explore barriers to success

Highlight achievements

- The power of positive feedback
- Rewards which do not cost the company
- The individual or the team?

Tackle problems as a team

- Confront poor performance
- Resolve conflict
- Use a toolkit of team problem-solving methods.

DAY 2: AMUSE The External Customer

We will explore the keys to delivering outstanding services consistently to your external customers. You will acquire tools and techniques in relational skills to cultivate strong relationships with your customers.

Objectives:

- Identify key client relationships
- Deliver services that meet client's expectations
- Acquire key attitudes that maintain positive relationships
- Communicate clearly and helpfully with customers.
- Respond masterfully to complains or upset customer.

Brief Program Outline:

Setting the Benchmark

- Who are your external Clients and Customers?
- What do clients want?
- Research - ingredients of customer satisfaction.
- Setting goals for your organization.

Creating customer friendly policies

- The Can-Do Attitude
- Tools for creating a customer-friendly organization

Communicating with your Customer

- Use your EARS
- Answering the telephone
- Email skills
- Keeping promises

When people are not satisfied

- Handling complaints
- Handling anger
- The place of apology

Putting it all into action

- Case study practice
- Writing a vision
- Relationship management checklist

WHO SHOULD ATTEND

- Managers, team leaders, heads of department, executives and all who have reports who are responsible for customer service, performance improvement and quality.
- Professionals wanting to achieve better results through relationships.
- Anyone facing complex relationship challenges with internal or external customers.
- All who wants to take their relationships to a higher level.

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25 - 26 March 2010 • 9am – 5pm
Holiday Inn Singapore , Orchard City Centre

For Enquiries, please contact: **Anna Oh**
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Qty	WORKSHOP (Price Per Person)	Total Price
	Normal : S\$ 1,590	S\$
	Early Bird: S\$ 1,390 (by 25 Feb 10)	S\$
	Group of 3: S\$ 1,250 per person	S\$
	5% Admin Fee	S\$
	Total	S\$

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Name: Mr / Mrs / Ms / Dr

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Email: _____ Tel: _____

Job Title: _____ Dept: _____

DELEGATE 4

Name: Mr / Mrs / Ms / Dr

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Job Title: _____ Dept: _____

Organization: _____

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PAYMENT TERMS

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- ◆ Payment must be made in Singapore Dollars
- ◆ Payment is required within 5 working days on receipt of invoice
- ◆ Bookings within 10 working days before event – cash payment only

CANCELLATION, POSTPONEMENT & SUBSTITUTION POLICY

Substitution is allowed at any time. No refund for cancellation or No Show. Cancellation must be made in writing. 100% credit will be given for cancellation received more than fourteen (14) days prior to event. Credit is valid for 12 months from date of issue. No credits for cancellation received less than fourteen (14) days prior to event. If we cancel or postpone an event, 100% credit will be given to all who have paid. Credit is valid for 12 months. We shall assume no liability whatsoever if this event is altered, rescheduled, postponed or canceled due to a fortuitous event, unforeseen occurrence, or any other event that renders performance of this event inadvisable, illegal, impractical or impossible. For purpose of this clause, a fortuitous event shall include but not limited to: an Act of God; governmental restrictions and/or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance and/or riots; curtailment, suspension, and/or restriction on transport facilities / means of transportation; any other emergency.

YOUR DETAILS: All details required for registration are mandatory. If you spot an error, kindly notify us by calling 9119 2176 or email : anna@maitreallianz.com

SPEAKER CHANGES: Speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitution, alterations or cancellation of the speakers and/or topics. As such, we reserve the right to alter or modify the advertised speakers and/or topics if necessary. Any substitution or alteration will be reflected in our web page as soon as possible. All delegates or their representative will also be notified.

Signature / Date

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