



Customer Service Excellence: Creating Exceptional Experiences

INTRODUCTION

Customer service excellence is crucial because it builds trust, strengthens customer relationships, loyalty, attraction and drives business success. In a crowded market, a great service sets a business apart when products are similar and have other alternatives. This training also includes the blending of customer service and customer engagement to builds loyalty, drives repeat business and strengthens your brand reputation.

Therefore, our Customer Service Excellence Training Programme equips the participants at all levels with the knowledge, skills, and confidence to deliver consistent, professional and customer-oriented service.

METHODOLOGY

Interactive lecture, knowledge sharing, interactive group discussion, role play and activity.

WHO SHOULD ATTEND

This training Programme is designed for employee who consistently interact with customers, suppliers, colleagues and other stakeholders as part of their responsibilities.

COURSE OBJECTIVE

- 1** Understand your roles in managing customer expectations.
- 2** Recognize customers' needs and respond in a way that builds trust and satisfaction.
- 3** Able to handle difficult customers calmly and professionally.
- 4** Improve communication and active listening skills.

COME AND JOIN US

Organised by UNIMAS Business School



TRAINER'S PROFILE



Heng Chin Siong holds a Master of Science & Bachelor of Science (Honour) in Human Resource Development and Postgraduate Diploma in Teaching & Learning. Currently, he is a Senior Lecturer, HRD Corp Accredited Trainer, MIHRM member and Business Development Manager with UNIMAS Business School (UBS).

Prior working with Universiti Malaysia Sarawak (UNIMAS), Heng Chin Siong had worked with several local and multinational corporation (MNCs) based in Sarawak in Human Resources, Administration & Security functions. His job responsibilities are not limited to human resources, administration and security only, but also cover a few major projects at various subsidiaries. During his employment, he has been appointed as Management Review Team (MRT) for ISO 9001, ISO 14001 and OHSAS 18001. He has also been entrusted to lead or work closely with Senior Management staff for a few huge, sophisticated & challenging assignments.

The above exposure has equipped him with the holistic view of managing and developing human capital, both theoretically and practically. Heng Chin Siong has been appointed as HR Consultant/ Trainer/ Assessor/ and Facilitator with many private companies including some public listed companies.

Some of the completed HR consultancies jobs include:

1. Revision & development of HR Policies and Procedures;
2. Manpower Optimization Plan;
3. Remuneration Policies, Procedures & Flexible Salary Package;
4. Key Performance Indicators (KPIs) & Talent Development Mechanism; and
5. Managing Poor Performance, Handling Disciplinary Workforce & Domestic Inquiry (DI) and etc.

INVESTMENT FEE

In-House Rate : Max 20 pax

RM6,000 (1 Day Training)

[The course fee is inclusive of 8% SST, 4% HRD Corp Admin Fee, Training Materials and Certificates]

TRUSTED BY LEADING ORGANIZATIONS

- Press Metal Sarawak & Press Metal Bintulu
- PMB Silicon
- SCORE EPCC
- OCI Terrasus (formerly known as OCIM)
- OM Materials (Sarawak)
- OCIKUMHO
- Bintulu Ports Holdings Berhad
- Harbour-Link Group Berhad
- Pertama Ferroalloys
- Asteel Group of Companies
- Ibraco Berhad
- PE Holdings
- CHEC Construction
- TLS Marketing
- Nestle Manufacturing (Sarawak)
- Everrise Departmental Store
- LePaPa Supermarket
- W Testing
- MSIG (HQ)
- United G.I Products
- Food Journal & An Viet (Sarawak)
- Jabatan Kerja Raya (JKR) Sarawak
- Ministry of International Trade, Industry and Investment
- Housing Development Corporations
- Sarawak Sports Corporation (SSC)
- Sarawak Islamic Information Centre (SIIC)
- Perak Agro Management
- The list goes on.....

PROGRAMME OUTLINE

- 1 Customer Service and Customer Engagement**
 - Concept and Importance of Great Customer Service and Customer Engagement
 - See Through the Customer's Eyes
 - Inculcate Customer Service Culture
- 2 Personal Image and Professionalism**
 - Mental Picture: First Impression in Customer Service
 - First impression: 3V (Visual, Vocal & Verbal)
- 3 Managing Challenging Customers**
 - Understand Different Types of Challenging Customer Behaviours
 - Recognize and Manage Customer Triggers
 - The Power of Active Listening Skills
 - The Power of Positive Language
 - Complaint Handling & Service Recovery
- 4 Assertiveness Techniques**
 - People First Attitude in Customer Service
 - Must Have 8C Elements
 - Structure Communication with Customers
 - Building Personal Resilience
 - Change Start from ME

TRAINING REGISTRATION FORM

Upon submission of this registration form, you undertake the Registration Policies and have read and understood the terms and regulations.

Training Programme Title	Customer Service Excellence: Creating Exceptional Experiences
Training Programme Date & Time	Date: 17 August 2026 (Monday) Time: 8:00am to 5:00pm
Training Programme Venue	The Academy (CCK Training Centre)

No	Participant Name	Job Designation	IC Number	Contact Number	E-Mail Address
1					
2					
3					

** Please attach a separate list if necessary*

Crossed cheque/bank draft should be made payable to **UNIMAS Edu Sdn Bhd, Account No: 561239608898 (Maybank Islamic Berhad)**

Details of Organization (For Invoicing)

Authorized Signature	
Contact Person and Job Designation	
Company Name, Registration No., Company Address and Company Stamp	
Telephone and Fax Number	
Correspondence E-mail	

If you have any query, do contact our trainer, **Mr. Heng Chin Siong at 019-8898800** or **csheng@unimas.my**

This registration is invalid without a signature. Payment must be made not later than 7 working days before the course commences. Participants, who have registered but do not attend classes, will be invoiced accordingly. Substitute attendee(s) will be accepted at no extra charge.

Please complete this Registration Form and return to us via **fax no: 082-222122** or send a signed scanned copy to **csheng@unimas.my**.

Note: The Organizer reserves the right to make amendments that deem necessary in the best interest of this training Programme.