



Customer Service Intelligence

Discover what are in the Minds of the Customers



"I probably need to pinch myself to know that this is me. This program has changed the way I think, the way I deal with people. I'm not as impatient and stressed out like I used to be. Every situation now makes me pause to think of the appropriate way to address it. This program is a must!"

Andre Leung

*Administration & Accommodation Manager
Emirates Harbor Hotel & Residence Emirates
Green Lakes Serviced Apartments*

Aziah Abubakar

Aziah is a transformer of service culture in the Financial Services Industry. An inspiring ball of energetic fire, Aziah successfully applies Directive Communication™ psychology to instill extraordinary service attitudes in major departments and organizations within one of the world's fastest growing industry. Aziah goes beyond traditional customer service training by cultivating self-supporting, self-inspiring service cultures through people – delivering significant bottom-line results.



Aziah Abubakar

**Creating Service
Passion In Financial
Service**

Overview

There is no denying that today's customers are more vigilant. The outcry for Service Excellence has never been more critical now with the increasing intense competitive business environment. How do you manage these customers? Are they bad news to your business? Quite the contrary, ... the vigilant customers are not difficult and demanding as they may sound. They just want value, service, convenience, choice and lots of attention. Organisations do not need a revamp of their structure to address the customers' demands. It is about the DISCOVERY of the customers' needs, through an understanding of your customers' behaviour. IT is that simple! It is a great time to be excited, for you and your team can begin a new refreshed journey building customer loyalty.

This program helps you to INTELLIGENTLY unravel the emotions of your customers and to answer all your questions on what drives customer expectations, how to deliver superior service, develop customer retention, build customer loyalty, last but not least proactively manage service recovery.

This program will also help you to DISCOVER how to transform and create service cultures across organisations and more importantly how to sustain it.

The facilitator will introduce and make an application to the Directive Communication Methodology, a psychology based approach to assist service providers in their practice of customer service management.



Objectives & Outcome

A successful participant of this course will be able to:

- ☞ Discover what are in the minds of the customers. An understanding of customer perception, their behavior, needs and values.
- ☞ Discover methods to capture customer engagement towards long term customer loyalty~ do you treat all your customers equally?
- ☞ Unravel and bring out the best from individuals, to be self-inspired and self-driven to deliver service excellence.
- ☞ A deep understanding of the Critical Skills required to deliver Service Excellence
- ☞ Unearth the importance of consumer touch points in service delivery
- ☞ Discover the methodology to introduce, implement a roll out plan for a customer service culture program – knowing the key success factors, priorities and follow through for sustainability.
- ☞ Create an environment, where your teams are influenced to take on more roles and to accept more responsibility to sustain a service centric culture.

Who Should Attend:

Create an environment, where your teams are influenced to take on more roles and to accept more responsibility to sustain a service centric culture.

Program Contents

- **Unravel the Service Directive Communication Methodology**
 - An introduction to Directive Communication Psychology to Service

- **Untangle the Service Brand Promise of your business**
 - Manage the Service Perception, and the Brand Promise
 - Realigning your Encoded Assumptions and Rules of Engagement

- **Uncover the principles of the color brain processors**
 - Analyse the Colored Brain Inventory.
 - A discovery to better understand customer behaviour, and to meet his expectations.
 - A realization to improve and deliver effective customer communication

- **Unearth the mystery of your customers' emotional drivers**
 - Understand the 8 Human Drivers
 - Discover the needs and what drives your customers

- **Unwrap the unsuspecting Body Postures**
 - Execution of the 4 postures
 - Learn how postures are great influences in customer–communication

- **Unveil Your Service Leadership Identity and Group Dynamics**
 - Do you lead to inspire
 - Understanding The Pyramid of Competency
 - Discover the Circle of Influence Understanding the 5 Different Culture
 - Creating the 5 Pillar Environment

- **Untie the challenges of Creating a Service Centric Culture- the ' How To' of developing and executing service culture program.**
 - The Big Picture
 - Prioritize your Roll out plans -Understanding the matrix of consumers
 - Avoiding pitfalls during the roll out implementation
 - The Service Program - an introduction to key influencers, and coaches as internal consultants to sustain the program.
 - Discover the elements leading to the execution of the program ~ measurements, rewards, communication critical as an ongoing success of the program

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