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Cambodia Microfinance Association

Training on Customer Service Excellence 06-07 June 2019

Overview

Understanding how to provide First-class Customer Care is one of the significant keys to growing and sustaining a business “**No Customer No Business**”. Customer Care can make or break an organization. This critical course is meant to help you to explore: What is exceptional customer care? How can it go from better to great? What are the pitfalls that many people experience when trying to deliver customer care? Does attitude count? What is the best way to handle difficult customers? What techniques can be used to reduce customer-care stress? In order to find out all answers to these and other important customer-care questions, we would like to invite your highly participations to attend this professional training course prospectively.

Objective

At the end of this informative and practical training course, the participants will be able to:

- **Identify** who are your targeted customers
- **Understand** your current Customer-Centric Practice
- **Assess and improve** your Self-Service Delivery in your own work environment
- **Create** a Customer Care Mission Statement for your workplace
- **Learn** the meaning of Customer Care in the context of your workplace
- **Adopt** the professional Customer Care Mindset
- **Determine** the various measurement techniques and develop appropriate measurements for the different types of customer satisfaction levels
- **Improve** customer communication practices
- **Learn** how to say “No” professionally with your valued customers
- **Apply** best practice techniques once dealing with upset and angry customers
- **Develop** an action plan for improved service levels
- **Learn** Customer Care Best Practices

Course Outline:

I. Self-Service Assessment

- Understand practical 10 Customer Care’s case studies
- Know your actual behaviors once dealing with customers

II. Fundamental to Customer Care

- Understand your current organization Vision & Mission that aligned with Customer-Centric Approaches
- Learn and benchmark best practice approaches for your organization

III. Defining Customer Care Quality

- Know the important of the Power of Perception
- Create your Affirmation and Mission Statement
- Identify your targeted customers

- Understand Level of Service Satisfaction
- IV. Professional Customer Care Behavior**
- Understand what is “**Moment of Truth**”
 - Qualities of outstanding Customer Care Representatives
 - Customer Care Mindset and Behavior
 - Stress Management
- V. Managing Customer Expectation**
- Influencing Customers’ Decision
 - How to say ‘NO’ professionally
- VI. Establishing Effective Communication**
- Active listening ways
 - Effective communication dimensions
 - Effectiveness of Telephone etiquettes
- VII. Managing Customers’ Complaints**
- Compliant is a gift
 - Identify Customer’s Complaints
 - Handling Customer’s Complaints Effectively

Key information

- Training date: 06-07 June 2019
- Time : 8:00AM- 5:00PM
- Deadline Register: **31 May 2019**
- Venue: TBC
- Language: Khmer
- Training Fee (Exclude any Tax)
 - 160 USD for CMA members only
 - 190 USD for Non-members
 - Fee Include (Lunch, Refreshment, Course Material and certificate of attended)
- Discount Package:
 - 5% off for institutions sending 2 staffs
 - 10% off for institutions sending 3 or 4 staffs
 - 1 more free for institutions sending 5 or more staffs

Registration

Please feel free to contact Lam Roviay (Mr), Telephone 011 795 625 / 093 501 625 email: bdm@cma-network.org

Please complete online register with below link

<https://airtable.com/shr3nwoqQcTwUfyyh>

Trainer's Profile



Mr. Lun Borey

Specialties: Customer Service & Sales Management

Borey is an experienced seasonal trainer through his 18 years of experiences in People Capacity Development. He also has over 8 years of experience lecturing at university level for both Bachelor and Master Degree Program.

As a practitioner in Customer Service, Sale Enforcement, Management & Leadership, he has participated many professional training programs visits included Thailand, Malaysia, Phillipine, Singapore, Vietnam, Hong Kong and Japan.

Starting his People Capacity Development since 1997, he brings no less than 12 years extensive experience in People Management; he strongly emphasizes that right human capital is the most valuable asset for all organizational success.

Within 3 years in Social Development, 10 years in Banking Industry and 18 years in People Capacity Development, he used to serve as Vice President (VP), Head, Branch HR, Head, Learning & Development, Head of Sale & Service, Deputy HR Manager, Branch Manager, Director of English and University Lecturer.

For his previous role as Head of Sale & Services and Branch Manager, his major responsibilities are to drive sale with sustainable growth. He involves setting strategic plan, sharing KPI with sale teams, encourage sale teams to reach potential and target customers, solving touch problem, meeting high-profile customers to close deal, conducting weekly & monthly report for Top Management reference and decision. Based on his potential profile, he always achieves and exceeds his target at least more than 15%-20% higher.

Key Achievements

- Gold Medal of Customer Service Excellence Champion from CNB
- Top Sale Award of-the-Year from CNB
- Certified Master Trainer from People Element, Singapore
- Certified HR & IR Specialist from Tokyo Kenhsu Institute, Japan
- Certified Advanced Trainer from Singapore National Employers Federation (SNEF)
- Certified Management Practitioner from PSB Academy, Singapore
- Certified University Instructor from the collaboration between University of Cambodia and Georgetown University, U.S.A
- Leadership Development Specialist from People Element, Singapore
- Financial Lending Specialist from Omega Performance, Singapore