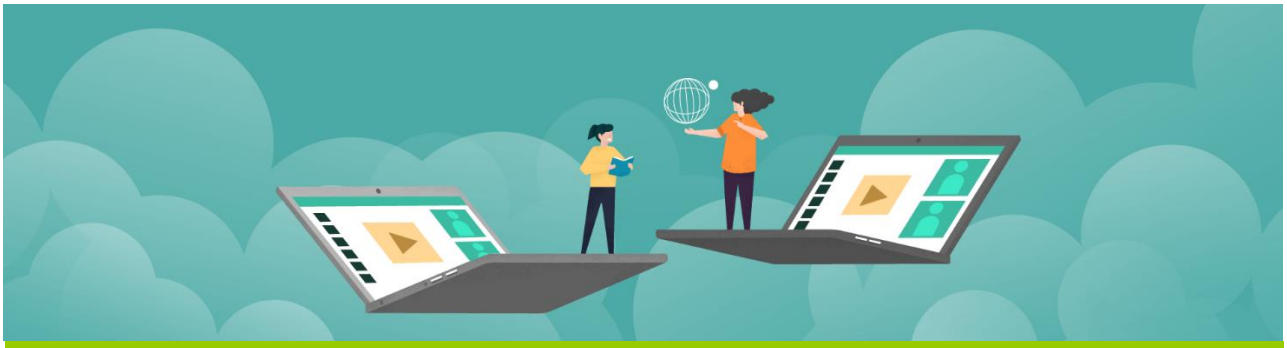

Virtual Public Workshop

22nd & 23rd Feb 2021

9.00am – 1.00pm (2 x 4-hour)

Service Starts with ME!

- Customer First Mindset -

mq Training Coaching Consulting

Leading Change from Mind to Muscle, to Mastery

mq Training Coaching Consulting
tel no: 603-2727 7887 mobile no: 6019-314 2188 e-mail: customerservice@mq.com.my. website: **www.mq.com.my**

Service Starts with ME!
virtual learning details

Overview	**"Customer Service" is not about "serving" customers**. It's not something you do to or with customers. It's not about "keeping customers happy" or "looking after customers." **IT'S A MINDSET!!!** The workshop equips **frontline or backroom staff with necessary customer service mindset to enhance each customer interfaces. It tackles the "WHY" for participants to "WANT TO" serve.**
Learning Objectives	▪ Realise the importance of my role in creating a positive customer experience ▪ Aware the power of 'ME" in creating positive impression to customers ▪ Instill the mindset of "I can do MORE" ▪ Build and reinforce customer first mindset
Duration	▪ This virtual workshop is run over 2 days, with 4-hour per day
Who should attend	▪ Frontline who serves customers face to face/ on the phone daily ▪ Backroom staff who form part of the service chain to serve customers
Virtual Platform	▪ Zoom platform *(the Zoom Link details will be provided 2-day before the workshop date)*

Service Starts with ME!
virtual learning outline

TOPICS	DESCRIPTION
DAY 1	
"I" am the "Pillar" of service	▪ Know the importance of my role in contributing to organization's service level and growth ▪ Align personal contribution to the aspired level of customer experience organization charted ▪ Instill pride in the work "I" do
STRETCH BREAK	
Being Customer Focused – I ***(The Principles)***	▪ Unveil the 5 principles of Service Quality ○ Customer-focused *(Respect Me)* ○ Informative *(Give Me Clarity)* ○ Empathy *(Care for Me)* ○ Responsive *(Help Me Now)* ○ Resource-focused *(Clear The Way)* ▪ Understand and apply service quality using the 5 principles as a guideline at workplace

TOPICS	DESCRIPTION
DAY 2	
Being Customer Focused – II ***(The Mindset)***	▪ Reflect behaviour that prevent individuals from working cohesively in serving customers ▪ Instil a sense of personal ownership to solve problems, as opposed to blaming / task focused ▪ Instil sense of empowerment to solve customer's issues ▪ Learn cycle of Service Excellence (Focus-Prepare -Deliver-Follow Through)
STRETCH BREAK	
I CHOOSE to SERVE!	▪ Understand how everyone have a choice to respond and react to a service situation, even in a situation where processes are not in favour ▪ Learn to understand that we have to face the consequence of our actions, thus the importance of being clear of the choices we make ▪ Empower participants to "choose" to serve customers willingly by choice
CHANGE Starts with ME!	▪ Learn and understand the impact and inter- relationship of the 4Ps (People, Product, Process, Place) affecting work and productivity, and ultimately customers ▪ Shift the paradigm of "Cannot be done" to "Think different", from "Outside-in" to "Inside-out" ▪ Realise change starts from ME, and nobody else

Service Starts with ME!
consultant profile

KOO LILY (Malaysia based)
Business Performance Consultant
Coaching Specialist

Qualification

- Bachelor of Management (USM)
- Associate Certified Meta Coach (NS-NLP)
- Certified NLP and Timeline Practitioner
- Certified **EQ** Trainer (**6Sec®**)
- Certified trainer for **DRIVE™** by Daniel Pink
- Certified trainer for **Orange Frog, Leading Positive Results™** by Shawn Achor
- Certified trainer for **Our Iceberg is Melting™** by Kotter International
- Certified trainer for **Think On Your Feet®**
- Certificate in Satir Brief Therapy
- EXCO of ACSM (Association of professional Coaching Supervisors and Mentors)
- Member of ICF (International Coach Federation) Malaysia Chapter

Key Expertise

- 8-year hands-on retail operation, and more than 10 years corporate selling with remarkable business performance record
- 18 years involvement in human capital development
- Work hand-in-hand with clients in their effort to initiate, implement and align corporate working culture including the area of sales and service culture change, business performance and leadership development.
- Areas of expertise include: design, develop and train customer service, sales and leadership especially in the area of coaching.
- Held various senior managerial positions in local and foreign companies mainly in the areas of operations, sales and marketing.
- Worked with more than 300 corporate clients including participants at all levels (from frontliners to senior executives)
- Perform one-on-one / team coaching to both corporate and individual.
- Possess track record in translating human performance into business results via coaching and consulting

Partial Client List

- ***Malaysia:***

Banking:
Citibank, Maybank, Public Bank, Hong Leong Bank, CIMB Bank, Ambank, UOB, OSK Investment Bank, OCBC Bank, Bank Negara Malaysia

Insurance/ Investment:
Great Eastern, AIA, P&O, Commerce Life, CIMB Aviva, HLA, Prudential, Manulife, AIA, Public Mutual, SunLife, Eastspring Investment, AmMetLife

Telecommunications:
Celcom, DiGi

Retail:
Suria KLCC, SKII, Gucci, Loreal, Leonard Drake, Pan West, Sg Wang, Focus Point, Nike Sales, VOIR, KL Sogo, Louis Vuitton, MST Golf

Transportation:
S'pore Airlines, ERL, MISC, GE Aviation

Health Care:
Assunta Hospital, Qualitas

IT:
CSA, Compaq, Hewlettt-Packard, IBM

Hospitality:
Concorde Hotel, Sheraton Hotel, Carcosa Seri Negara

Oil and Gas:
Petronas, UMW Oil & Gas, PECD, Murphy Sarawak Oil, Emerson, Sapura Acergy

Education:
INTI University (Laureate University Group), Berjaya College

Other MNCs:
UMW, Motorola, Hewlett Packard, Canon, SONY, Heineken, IPSOS

- **Singapore:**

SKII , Pan West, Pfizer Asia Pacific, Eastspring Investments

- **Indonesia:**

PT Service Quality Centre

- **China:**

Bank of Chengdu, Jiasu Shenzhen

- **Cambodia**

Hong Leong Bank

SERVICE STARTS WITH ME!
Virtual Public Workshop Details:

Date : **22nd & 23rd Feb 2021 (Mon & Tues)**
Time : **9.00am – 1.00pm (2 x 4-hour per day)**

Virtual Platform : Virtual Platform (Zoom)

Investment:

Investment : RM 1,200 per participant

Enquiry and Registration:

e-mail: customerservice@mq.com.my website: www.mq.com.my
To register, scan and e-mail to: customerservice@mq.com.my

Cheque for RM _____ with cheque number _____enclosed here

Make cheque payable to:
MQ TRAINING COACHING CONSULTING
Suite 153, No 25, Jalan Anggerik Vanilla N31/N,
Kota Kemuning,
40460, Selangor
(Direct Transfer: **Maybank, Subang Taipan Branch, Acc. Number: 512361136002**)

Registration Form: SERVICE STARTS WITH ME! (22nd & 23rd Feb 2021)	
Name (1):	Position:
Name (2):	Position:
Name (3):	Position:
Company:	
Address:	
Contact Person:	
Phone:	Fax:
E-mail:	

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