

For the attention of:
**General Manager, Human Resource, Training, Finance, Administration, Operations,
Sales, Marketing, Directors, Managers & Executives**

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CX Management Development
presents
One day workshop on
Customer Complaints Investigation
Techniques
12 May 2010
Holiday Villa, Subang Jaya
(9am – 5pm)

***WHEN A CUSTOMER HAS A COMPLAINT, YOU HAVE
AN OPPORTUNITY TO SOLIDIFY YOUR RELATIONSHIP***

. . .

WHO SHOULD ATTEND

Department Managers, Marketing, Business Development Managers & Executives who are involved in product/service marketing, customer service & marketing support, product or service marketing.

OBJECTIVES

At the end of this course, participants will be able

- ◆ Understand the aim of customer complaint investigation.
- ◆ State the differences between good and poor service from customer's perspective.
- ◆ Apply investigative procedures.
- ◆ Identify complaint management procedures.
- ◆ Describe how companies can deal proactively with complaints and implement recovery systems.
- ◆ Understand the benefits of the investigation.

- ◆ Identify effective investigation strategies for better customer-supplier relationship
- ◆ Investigate complaints for better-decision making

KEY TOPICS

Who is a “Customer” and their Importance

- Who is a customer?
- What is customer satisfaction?
- Importance of customer satisfaction
- Benefits of customer satisfaction
- The 3 post purchase actions
- The cost of not meeting customer requirements
- Developing customer service standards
- Steps to remember when dealing with customer problems
- Building a customer complaint handling system

Investigation Customer Complaints

- What is customer complaint investigation?
- The aim of investigation
- Benefits of Investigation
- Who should investigate
- Understanding contributing factors to a complaint.

Procedures for Investigating Customer Complaints

- Gather information as soon as possible
- Gathering evidence
- Interviewing all relevant people involved
- Isolate contributory factors
- Determining what happened
- Collecting & analyzing data
- Identifying corrective actions
- Submitting reports

Post Investigative Actions

- Make necessary changes
- Communicate with customers
- Communicate with employees concerned
- Assess the damage from the crisis
- Assess the crises and your response

Methodology

Lectures, Case Studies, Workshop Discussions

COURSE FACILITATOR

Mr Thanabalan Veloo has an MBA from University Kebangsaan Malaysia (UKM), majoring in General Management. He graduated with an honours degree in Management and Biochemistry from University of Science Malaysia (USM).

He started his career in the manufacturing operations as a Production Executive and gradually moved to various managerial positions such as Production Manager, Packaging Manager, Planning & Logistics Manager, Sales Manager and Factory Manager. To name a few of the organizations that he has worked for are Baxter Healthcare, London Rubber Company, Solectron, Mona Industries and Asiatic Dipped Products. This experience has given him a thorough understanding of the opportunities and problems involved in managing work.

Mr Thanabalan has extensive experience in the field of operations performance management particularly in various manufacturing and service industries. Since 1996, he has branched out into training and consultancy as well as lecturing various subjects in the MBA programs. He also lectures in University of Malaya and University Technology Malaysia on a part-time basis as a visiting lecturer. To date, he has conducted many public and in-house trainings in many business areas for government and private sectors such as Ministry of Defence, TLDM, UMW, Titan Group, CS Metal Industries, Sharp Roxy, Petronas, Triplus Industry, Metrod, Shinko Electronics, Green Riverwood, Omron Malaysia, Hap Seng Consolidated.

Participants receive enhance benefits and impactful results from his training programs because of his vast industrial exposure in various areas. He empowers people to increase their limits, level of commitment, and higher level of performance of the individual, team and the organization in achieving organization goals.

ADMINISTRATION

(Course fees - HRDF/SBL – 100%)

Early Bird Discount (before 28 April 2010)

Course Fees : RM500.00 per person

Group Discount: RM450.00 per person for 2 or more participants.

Normal Course Fees

Course Fees : RM600.00 per person

Group Discount: RM550.00 per person for 2 or more participants.

All registration must be accompanied with payment.

All cheques should be crossed “A/C Payee” and made payable to “CX MANAGEMENT DEVELOPMENT”

(Fees are inclusive of tea breaks, lunch, course materials and Certificate of Attendance)

CONTACT

CX Management Development

TEL: 03-8024 1697 / 016-272 8306 (Cassy / Girlie / Vivienne)

FAX: 03-8024 4026

Email: training@cxmgmt.com, Online Registration: <http://www.cxmgmt.com>

Office Hours: Monday to Friday (9.00 am – 6.00 pm)

Registration Form (Closing Date: 5 may 2010)
(*Customer Complaints Investigation Techniques –12 May 2010*)
(code; REF VEM)

Company: _____

Address : _____

Postcode : _____ Email: _____

Tel : _____ Fax: _____

Contact Person: _____

Approving Manager : _____

Designation: _____

Cheque No: _____ Amount: _____

Name1 : _____

Designation: _____

Name2 : _____

Designation: _____

Name3 : _____

Designation: _____

Forthcoming workshops in April to June 2010

Website: <http://www.cxmgt.com>

April 2010

- 9 Apr - Records & Filing Management
- 12 & 13 Apr - Changing Mindset & Attitude - Moving Towards Positive Personal Development
- 12 & 13 Apr - Understanding & Drafting Commercial Contracts
- 12 & 13 Apr - How to Open & Close Sales Successfully
- 14 Apr - Sikap Kerja Positif & Berkerja Berpasukan

- 14 & 15 Apr - The Employment Act & Industrial Relations Act - Interpretations, Applications & Implications
- 14 & 15 Apr - Developing Professionalism for Secretaries & Administrative Professionals
- 14 & 15 Apr - Sales Presentation - You Make the Difference
- 15 Apr - Writing Effective Meeting Minutes
- 19 & 20 Apr - Managing Conflicts & Communicating Effectively through Emotional Intelligence (EQ)
- 19 & 20 Apr - Effective Book-Keeping Skills
- 19 & 20 Apr - Understanding & Managing Your Key Performance Indicator (KPI)
- 21 & 22 Apr - Peningkatan Kemahiran Perkeranian
- 21 & 22 Apr - How to be an Effective Trainer
- 21 & 22 Apr - Maintenance Planning, Scheduling Techniques & Control Systems
- 21 & 22 Apr - The Art & Skills to Climb the Corporate Ladder of Success
- 26 & 27 Apr - Strategic Cost Management
- 26 & 27 Apr - Management Skills for Executives
- 28 & 29 Apr - Technical Report Writing

MAY 2010

- 10 & 11 May - [Juruteknik & Pembantu Juruteknik yang Cemerlang](#)
- 10 & 11 May - [Sales Management - How to Lead & Manage Your Sales Team](#)
- 10 & 11 May - [Enhancing Effectiveness at the Workplace](#)
- 10 & 11 May - [Designing a Competency Based Management System](#)
- 12 May - [Developing An Employees' Handbook - The Practical Guidelines](#)
- 12 May - [Customer Complaints Investigation Techniques](#)
- 12 & 13 May - [Business Etiquettes for Managers & Executives](#)
- 12 & 13 May - Inspire Any Audience - High Impact Presentation Skills
- 13 May - [Pengurusan Rekod & Fail](#)
- 13 May - [Job Analysis/ Job Descriptions / Job Specifications - Applications & Implications](#)

- 17 & 18 May - Kepimpinan dan Motivasi Untuk Penyelia dan Team Leader
- 17 & 18 May - Effective Channel Management
- 17 & 18 May - Measurement & Calibration Systems
- 17 & 18 May - Developing Customer Service Excellence for Front Liners
- 19 & 20 May - Employers - Know Your Rights & Protections within the Law
- 19 & 20 May - Effective Cash Flow Management
- 19 & 20 May - Effective Contract Management
- 19 & 20 May - Production Planning & Inventory Control Practices
- 24 & 25 May - Credit Management & Debt Collection Strategies
- 24 & 25 May - Project Management
- 24 & 25 May - Key Competencies for Managers & Executives
- 25 May - Penerimaan Arahan Pesanan (PO) - Perkara perlu dilakukan / dielakkan (Accepting Purchase Orders - The Do's & Dont's)

JUNE 2010

- 9 June - How to Handle Difficult Customers & Complaints Effectively
- 9 & 10 June - Time Management
- 10 June - Peranan Pekerja Dispatch
- 14 & 15 June - Effective Store/Warehouse Operations
- 14 & 15 June - Building Today's Professional Administrator
- 14 & 15 June - Succession Planning
- 16 & 17 June - Kemahiran Penyeliaan yang Berkesan
- 16 & 17 June - Misconduct & Domestic Inquiry Documentation & Procedures
- 16 & 17 June - Managing Customer Relations Effectively
- 16 & 17 June - IT Project Management
- 18 June - Records & Filing Management

- 18 June - Meningkatkan Kecemerlangan & Etika Pemandu Korporat
- 21 & 22 June - Effective HR Management
- 21 & 22 June - Enhancing Interpersonal Communication Skills
- 21 & 22 June - Purchasing & Procurement Management Practices
- 23 & 24 June - Accounting Skills for Accounts Clerks & Assistants
- 23 & 24 June - Writing Skills for HR Documentation
- 23 & 24 June - Influencing & Negotiation Skills
- 23 & 24 June - Implementing Business Process Improvement (BPI)
- 25 June - Telephone Courtesies & Effectiveness
- 25 June - How to Connect in Business in 90 Seconds or Less
- 25 June - Accepting Purchase Orders – The Do's & Donts

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