



## 2 Day Face to Face Public Training Workshop

Where: COURTYARD BY  
MARRIOT, SETIA ALAM, SHAH  
ALAM

### DEVELOPING SERVICE EXCELLENCE SUPERSTARS

MASTERING THE ART OF CREATING CUSTOMER DELIGHT FIRST TIME EVERY TIME

A TWO-DAY INTERACTIVE, INTENSIVE AND IMMERSIVE TRAINING WORKSHOP  
TO ENABLE & EMPOWER YOU TO MASTER THE ART OF CREATING CUSTOMER DELIGHT  
ENSURING THAT EVERY CUSTOMER INTERACTION STARTS AND ENDS WITH A SMILE

#### PROGRAM OVERVIEW:

In today's competitive landscape, exceptional customer service is not just a differentiator but a necessity. This two day face to face training program is designed to equip you with the skills and strategies needed to exceed customer expectations consistently. By embracing the principles of proactive communication, empathy, and personalized service, you will learn how to turn every customer interaction into a memorable experience that fosters loyalty and trust.

Throughout this training, we will explore the key elements that contribute to customer delight, from understanding the customer's journey to implementing best practices for resolving issues swiftly and effectively. You will engage in interactive sessions, real-world case studies, and hands-on activities that will empower you to become a true service star.

#### LEARNING BENEFITS:

- Gain a deep understanding of customer expectations and how to exceed them.
- Master effective communication skills to enhance customer interactions.
- Develop techniques to build rapport and trust with customers quickly.
- Learn proactive problem-solving strategies and how to handle complaints efficiently.
- Acquire practical skills for managing difficult customers and de-escalating tense situations.
- Improve your time management and efficiency in daily customer service tasks.
- Foster a customer-centric mindset and contribute to creating a culture of excellence in your organization.
- Develop a personalized action plan with SMART goals for continuous improvement in customer service.

Join us as we embark on this journey to mastering the art of customer delight, ensuring that every customer interaction starts and ends with a smile, every time.

**"CUSTOMER SATISFACTION  
IS WORTHLESS. CUSTOMER  
LOYALTY IS PRICELESS."**

Program designed, developed & delivered by shipping & logistics professionals specially for shipping & logistics professionals to ensure relevance,, applicability and usefulness



DJOY TRAINING & CONSULTANCY SDN BHD



## DEVELOPING SERVICE EXCELLENCE SUPERSTARS

### Program Contents

1	<b>Understanding Customer Expectations</b> What do customers really want?
2	<b>Mapping the Customer Journey</b> Identifying touch points and potential issues
3	<b>Effective Communication Skills</b> Skill drill: Active listening and effective questioning
4	<b>Building Rapport and Trust</b> Partner activity: Techniques for building instant rapport Personalizing customer interactions
5	<b>Case Studies and Real-World Scenarios</b> Role-playing: Handling various customer service scenarios
6	<b>Service Recovery and Complaint Handling</b> Role-playing: Steps to effective service recovery Group activity: What to do when things don't happen according to plan
7	<b>Handling Difficult Customers and Situations</b> De-escalation techniques Role-playing: Handling challenging scenarios
8	<b>Creating a Culture &amp; Habit of Excellence</b> Building a customer-centric mindset Team activity: Developing continuous improvement plans
9	<b>Personal Agenda for Change</b>

**DJOY TRAINING & CONSULTANCY** is a HRD registered training provider founded by four seasoned business leaders and passionate trainers, each bringing decades of hands-on experience and expertise to the training room. Our mission is to enable and empower working executives with practical, actionable frameworks, techniques and tools that can be directly applied to their jobs, facilitating career advancement and personal success.

At DJOY, we understand the rapidly evolving demands of today's workplace. Therefore, our training programs are meticulously designed to bridge the gap between theoretical knowledge and real-world application. We specialize in delivering high-impact courses across various disciplines, ensuring that our learners gain the skills and confidence needed to excel in their roles.

Our panel of trainers is dedicated to fostering a collaborative and engaging learning environment. We utilize a blend of interactive workshops, hands-on exercises, and real-life case studies to ensure that our participants not only grasp the concepts but can also implement them effectively in their daily work.

Whether you are looking to enhance your leadership capabilities, or improve your critical soft skills, DJOY offers a comprehensive suite of training programs tailored to meet your specific needs. Join us and take the next step in your professional journey with the guidance of industry experts committed to your success.

#### LEARN FROM THE BEST

The workshop will be facilitated by one of the following senior trainers



Ooi Eng Hai, a seasoned Director in the shipping and freight forwarding industry, has held key roles such as Director of Ocean Freight at Agility Global Integrated Logistics and General Manager at APM - Maersk Group across multiple countries. He is known for driving profitability through strong relationship-building, strategic planning, and organizational skills, with a leadership style focused on flexibility, empathy, and creative problem-solving.

Ooi has effectively overseen diverse teams, ensuring productivity and profitability, and excels in interacting with individuals of varying backgrounds. He holds an MBA in Shipping and Logistics from Middlesex University UK, enhancing his extensive industry experience. His leadership combines strategic thinking, interpersonal acumen, and a relentless drive for success.

**Coach Yim**, an accredited HRD Trainer, specializes in catalyzing individuals to elevate their performance and unlock their full potential. With an extensive background encompassing over 50 years of genuine leadership and management experience as a practitioner, trainer, and coach, Yim is poised to ignite your aspirations and guide you to the pinnacle of your career. He achieves this by instilling an empowering mindset and fostering enriching habits essential for success in today's uncertain, volatile, complex, and ambiguous business landscape.

Before founding his training company in 2001, Yim dedicated 30 years to Maersk Line, progressively advancing from a junior salesman to the General Manager of Maersk Logistics in Copenhagen. Ultimately, he assumed the role of Managing Director for Maersk Line in Malaysia and Singapore. Yim has authored and published 7 books.



DAILY TIME TABLE

0815 – 0830	REGISTRATION
0830 - 1015	TRAINING WORKSHOP
1015 - 1030	MORNING COFFEE BREAK
1030 - 1300	TRAINING RESUMES
1300 - 1400	LUNCH BREAK
1400 - 1515	TRAINING RESUMES
1515 – 1530	AFTERNOON COFFEE BREAK
1530 – 1730	TRAINING RESUMES
1730	END OF TRAINING



For more information, please contact

| Ooi Eng Hai | +60-17 3308322 | ooieh@djoytraining.com |

| Yim Choong Chow | +60-12 3767883 | yimchoongchow@djoytraining.com |



# DEVELOPING SERVICE EXCELLENCE SUPERSTARS

Mastering the Art of Creating Customer Delight First Time Every Time

TRAINING WORKSHOP

| Date: August 6 - 7, 2024 | Venue: COURTYARD BY MARRIOT, SETIA ALAM |

## ENROLMENT FORM

COURSE FEE: RM 2600 PER PARTICIPANT INCLUSIVE OF 2 DAILY COFFEE BREAKS, 1 LUNCH, COURSE BOOK & CERTIFICATE OF COMPLETION.

FOR EMPLOYERS CONTRIBUTING TO HRD FUND, NO PREPAYMENT IS REQUIRED. HRD CORP WILL DISBURSE THE COURSE FEE DIRECTLY TO THE TRAINING PROVIDER. ALL THAT YOU NEED TO DO IS TO APPLY FOR THE TRAINING GRANT! FOR PUBLIC TRAINING, HRD CORP WILL ALLOW EACH EMPLOYER TO ENROL UP TO 9 ATTENDEES PER CLASS.



### YES! We're IN!

Please register the following employees and send us the official quotation and other required documents for us to submit our Training Grant Application to HRD Corp. We understand that HRD Corp will disburse the Course Fee to **DJOY TRAINING & CONSULTANCY SDN BHD**. In the event that the Grant Application is not approved, please invoice us directly

Name of Attendees	NRIC (Required by HRD Corp)	Gender	Telephone	Email address

Name of Company		MyCOID No:	
Person In Charge		Designation:	
Email Address:		Telephone No:	
Address of Company:			

Please complete the Enrolment Form & email to [ooieh@djoytraining.com](mailto:ooieh@djoytraining.com)