

BUILDING CUSTOMER SERVICE EXCELLENCE

Essentials Skills That Drive Customer Loyalty

10 & 11 November 2025 | The AC Hotel by Marriott, Kuala Lumpur

From Satisfied Customers to Passionate Advocates

According to PwC, 32% of customers will abandon a brand they love after a single poor experience. Every customer interaction is a chance to build loyalty—or lose it forever.

This intensive two-day programme transforms how your team delivers customer experience (CX) through immersive role-plays and real-world scenarios. No theory—just practical techniques that turn service challenges into loyalty-building opportunities.

When your team elevates their CX skills, customers don't just stay—they become your most powerful marketing asset, driving referrals and sustainable revenue growth.

Quality in a service or product is not what you put into it. It is what the customer gets out of it. - Peter Drucker

WHAT WILL YOU GAIN?

This programme equips your team with proven strategies to build a customer-centric culture through:

- **Communication Excellence** – Discover techniques that foster trust and loyalty with customers
- **Conflict Resolution** – Turn challenging interactions into lasting retention advantages
- **Service Recovery** – Learn systematic approaches to transform service breakdowns into opportunities
- **Cross-Functional Collaboration** – Create integrated service processes that ensure consistent, high-quality customer interactions
- **Customer Experience Personalisation** – Develop strategies to tailor service approaches to different customer segments, communication preferences, and cultural backgrounds

THE IMPACT

Quantifiable business results through enhanced operational efficiency, reduced customer churn, streamlined complaint resolution, and improved team performance throughout the entire customer journey.

www.ipraxis.asia

COURSE DIRECTOR

Punitha Malar (Aishu)

Certified Master Series Practitioner & Professional Coach



EXCLUSIVE 2 + 1 OFFER !

We encourage team participation to enhance learning and implementation of the concepts covered. Take advantage of our group attendance package: organisations can register 3 participants for the price of 2 only !

KEY LEARNING OUTCOMES

- **Harness** the 7C's communication framework and Mehrabian principles to build immediate trust across all customer interactions.
- **Transform** complaints into loyalty opportunities through strategic service recovery protocols and conflict resolution techniques.
- **Implement** customer journey mapping to identify critical moments of truth and enhance experience at each engagement stage.
- **Deliver** seamless multi-channel service experiences using platform-specific etiquette across digital and traditional channels.
- **Establish** cross-functional collaboration frameworks including buddy systems that eliminate service silos.
- **Apply** VAK (Visual, Auditory and Kinaesthetic) assessment techniques to identify and adapt to different customer communication preferences.
- **Develop** culturally-aware service strategies for diverse customer segments that drive measurable loyalty metrics.
- **Create** a distinctive service leadership brand through personal service pledges that elevate team performance.
- **Execute** revenue-focused service initiatives with measurable KPIs that reduce customer churn and drive business growth.
- **Deploy** emotional intelligence and NLP techniques to convert challenging interactions into relationship-building opportunities.

WHO SHOULD ATTEND

- Department Heads & Senior Managers responsible for customer experience strategy
- Customer Service & Operations Managers overseeing service delivery teams
- Sales & Business Development Leaders working to strengthen customer relationships
- Team Leaders & Supervisors directly managing customer-facing personnel
- Frontliners seeking to enhance their customer service capabilities and career advancement



COURSE DIRECTOR

Punitha Malar (Aishu) *MSc, BBA, MMIM, CPC.*



Punitha Malar (Aishu) brings over 25 years of experience across Southeast Asia to her role as Course Director for Building Customer Service Excellence. With a BBA in Computer Information Systems and MSc in Engineering Management from Western Michigan University (USA), she combines technical knowledge with practical business acumen developed during her decade in the United States.

Her career began in IT consulting before transitioning to education management and business development upon returning to Malaysia. As former Chief Technical Officer at a leading private institution, she gained valuable insights into organisational dynamics while spearheading institutional growth.

Aishu has recently focused on hospitality training, improving service standards at Genting Berhad, MAHSA Avenue and Wyndham Hotel. This experience enhances her approach to customer service training, particularly in communication techniques and applying emotional intelligence in customer interactions.

Her professional credentials include international recognition as a Masteries Practitioner with the International Association of Coaching (IAC), Certified Professional Coach (CPC) status from The Coaching Institute (TCI), and membership in the Malaysian Institute of Management (MMIM). She is skilled in Visual, Auditory and Kinesthetic (VAK) assessment techniques—a key component of the course methodology.

As your course director, Aishu employs her signature training approach of practical application through interactive learning, case studies and role-playing exercises—a methodology refined through successful engagements with global corporations like Google, Western Digital and Standard Chartered. Participants will benefit from her extensive experience, developing immediately applicable skills that transform customer interactions into opportunities for building lasting loyalty and business growth.

TRAINING AGENDA

BUILDING CUSTOMER-CENTRIC FOUNDATIONS

Transform Service Mindsets into Revenue-Generating Capabilities

- Link service excellence to customer loyalty using Australian benchmarks
- Distinguish between customer satisfaction (temporary) and loyalty (sustainable revenue)
- Identify internal/external customer needs
- Analyse successful service-driven brands

Activities: Customer Service Bingo; Who's Your Customer - touchpoint identification; Competitive case analysis

PERSONALISING THE CUSTOMER EXPERIENCE

Create Tailored Service Experiences That Drive Emotional Connection

- Segment customers to identify varying service needs
- Build customer personas to guide service strategy
- Develop cultural awareness for inclusive service
- Integrate loyalty programmes into service interactions

Activities: Customer persona workshop; Cultural adaptation scenarios; Rapport-building practice; Service personalisation planning

COMMUNICATION EXCELLENCE & THE 7C'S FRAMEWORK

Master Communication Techniques That Build Instant Trust

- Apply 7C's framework for compelling customer interactions
- Use Mehrabian Formula to balance verbal/non-verbal communication
- Employ active listening to uncover unstated needs
- Adapt tone, posture and language for genuine empathy

Activities: VAK Skills Assessment; Style adaptation exercises; Communication pattern video analysis

PERSONALISING THE CUSTOMER EXPERIENCE

Deliver Seamless Experiences Across All Customer Touchpoints

- Implement channel-specific strategies (phone, email, chat, social)
- Apply digital communication etiquette
- Convey empathy in non-face-to-face interactions
- Maintain consistency when transitioning between channels

Activities: Channel shift simulation; Digital communication labs; Channel-specific script development

MASTERING CUSTOMER NEEDS & EXPECTATIONS

Anticipate and Exceed Expectations to Drive Loyalty

- Identify unstated customer expectations
- Establish credibility through powerful first impressions
- Set realistic expectations you can exceed
- Transform functional transactions into emotional connections

Activities: Expectation gap mapping; First impression laboratory; Strategic need identification role-plays

CROSS-FUNCTIONAL COLLABORATION & SERVICE WORKFLOW

Eliminate Service Silos for Seamless Customer Journeys

- Develop cross-departmental collaboration strategies
- Create effective escalation procedures
- Implement buddy systems for crisis management
- Map processes to eliminate service bottlenecks

Activities: Complex cross-functional scenario exercises; Tailored escalation protocol development; Service process improvement mapping

STRATEGIC COMPLAINT RESOLUTION & SERVICE RECOVERY

Transform Complaints into Loyalty Opportunities

- Implement structured service recovery protocols
- Apply de-escalation techniques that build trust
- Use NLP to manage body language and verbal communication
- Reframe negative thoughts for objective responses

Activities: Challenging interaction role-plays; Case study resolution practice; NLP mirroring exercises; Personalised conflict resolution approaches

SERVICE LEADERSHIP & SUSTAINABLE EXCELLENCE

Build Your Service Brand and Drive Continuous Improvement

- Conduct practical service simulations with real-world scenarios
- Develop personal service pledges ("My Service Brand")
- Create measurable action plans for sustained excellence
- Implement metrics to track service improvement

Activities: Comprehensive role-plays with video feedback; Service pledge workshop; Accountability-based action planning; Service commitment recognition

PARTICIPANT DETAILS

Please photocopy this form for more delegates

PARTICIPANT 1 :

Name :

Position :

Mobile :

Email :

PARTICIPANT 2 :

Name :

Position :

Mobile :

Email :

AUTHORISING MANAGER :

Name :

Position :

Tel :

Email :

Organisation :

Address :

Date :

Signature :

COURSE FEE

■ **US\$430.00 nett** / participant – International

■ **RM1800.00 nett** / participant – Malaysia

✓ Full programme attendance

✓ Course materials

✓ Luncheons & refreshments

✓ Certificate of achievement

PAYMENT METHOD

Payment can be made by cheque or bank transfer.
Please make payment to:

iPraxis Sdn. Bhd.

Bank : Maybank Berhad

Bank Branch : Damansara Utama

Account No : 5141-9634-9635

Swift Code : MBBEMYKL

Bank Address : 66, Jalan SS 21/35, Damansara Utama,
47400 Petaling Jaya, Selangor, Malaysia.

GENERAL TERMS & CONDITIONS

- Substitutions** are welcome. Kindly notify us at least 2 working days prior to the programme.
- Cancellations** will be refunded in full minus a RM250.00 administrative charge provided the cancellation is done in writing at least 7 working days prior to the programme. Cancellations done less than 7 working days prior to the programme will not be eligible for any refunds and will carry a 100% liability.
- Advertised package** - While every reasonable effort will be made to adhere to the advertised package, please note that the content, speaker and venue were confirmed at the time of publishing. Circumstances beyond our control may necessitate an alteration to the same. As such we reserve the right to alter or modify the advertised package if required.
- Postponement & Cancellation** - If the programme has to be cancelled or postponed by us for any reason, we will issue refunds in full for all payments received without any deductions whatsoever.
- Liability** - We will not be liable for any loss or damage suffered by the client as a result of a substitution, alteration, cancellation or postponement of the programme.
- Database** - Upon receipt of this registration form, we assume that you are giving us your consent to store your details and use it for future marketing efforts. If you do not wish to be included in our database, kindly notify us.
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