

CUSTOMER SERVICE *TO MAKE* *YOUR CUSTOMERS HAPPY*

Happy Customers → Loyal
Customers → More Referrals
→ **BIGGER PROFITS!**

Claim your
RM20 TNG reload
pin at registration desk

Fee: RM999
(Inclusive of SST)



25 SEPTEMBER 2025

9am to 5pm



77-2, Block G, Zenith
Corporate Park, Jalan SS7/26,
SS 7, 47301 Petaling Jaya,
Selangor





Course Outline

MODULE 1:

UNDERSTANDING CUSTOMER SERVICE

- Defining customer expectations and needs
- Understanding customer behaviour
- Identifying gaps

MODULE 2:

EFFECTIVE COMMUNICATION SKILLS

- Active listening and questioning / probing skills
- Verbal and non-verbal communication
- Impact of positive intonation in communication

MODULE 3:

HANDLING DIFFICULT CUSTOMERS AND COMPLAINS

- Strategies for managing challenging situations
- Resolving conflicts

MODULE 4:

BUILDING RAPPORT & CREATING POSITIVE CUSTOMER EXPERIENCE

- Personalising customer interactions
- Building rapport and trust
- Exceeding customer expectations
- The importance of follow-up and consistency

Trainer's Profile

TRAINER 1

The Trainer is the Head of Operations at Symphony, running many training programmes simultaneously while overseeing customer services, grant submissions, reporting and staff development.

She was also a former trainer in Touch 'n Go for all TNG's customer touchpoints including call center, service hub, webchat, email, e-commerce and mobile sales. She also acted as liaison officer with Bank Negara Malaysia (BNM) to oversee process controls, consumer policy and compliance related issues at division level for all consumer complaints received through BNM for TNG.

Before that, she was a Customer Service Executive at Tenaga Nasional Berhad (TNB) for One Stop Engagement Centre (OSEC) department.

Ainul has acquired great client relations skills to keep things humming, stress and mistakes (if at all) to a minimum. She is also a trainer for Symphony's Protege programme on Values and Customer Service.

She obtained a Bachelor Degree in Technology Management (High Technology Marketing) from Universiti Teknikal Malaysia Melaka



Trainer's Profile

TRAINER 2

The Trainer, a Bachelor of Economics graduate from the University of Malaysia Sarawak, brings real-world customer service expertise drawn from her diverse career in financial services, recruitment, and corporate training. She started her career in CIMB Bank where she transitioned from a Learning & Development Programme Manager to a client-facing Financial Consultant, honing skills in understanding customer needs, rapport-building, and delivering exceptional service. Her knowledge in customer service is rooted in her real-life experience, having worked directly with clients, candidates, and professionals across multiple industries.

The Trainer was also in recruitment where she had firsthand experience in identifying talent and emphasizing the importance of clear, customer-centered communication across industries. This blend of experiences enriches her approach to delivering impactful training programs.

Currently with Symphony Digest, she designs and delivers customer service, communication, and professional etiquette training programs, in addition to managing e-learning and training operations. An HRD Corp accredited trainer, she is skilled at creating impactful learning experiences across diverse industries.

PARTICIPANT DETAILS

Name:

Position:

Department:

Contact Number:

Email:

Name:

Position:

Department:

Contact Number:

Email:

ADMIN DETAILS

Name:

Position:

Department:

Company:

Contact Number:

Email:

Address:

**Payment
Method:**

☐

Direct Payment

☐

Claim HRD

Notes:

- Cancellations made less than 14 days before the training date or non-attendance on the day of training are non-refundable. Substitution is allowed.
- Once registration is confirmed, the client is fully liable for the course fee, regardless of whether payment is made directly or through the HRDC grant, and even if participants do not attend the training.
- Clients who opt for direct payment must ensure full payment is made before the training date.
- HRDC grant applications must be submitted and approved before the training day. The maximum claimable amount is RM1,750 per participant per day. Any shortfall between the approved grant and the course fee must be topped up by the client.
- Should the number of confirmed participants be too low to ensure a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.