



What do you do when an **angry customer** marches up to **confront** you for something that is no fault of yours?

How can you **keep calm** and **carry on**?

Do you know **service recovery** and **escalation** procedures to **win back** upset customers and **regain their trust**?

Stop your customers from going to your competitors

## **HANDLING DIFFICULT CUSTOMERS & SERVICE CHALLENGES**

Turn your service challenges into business opportunities

SkillsFuture SG Accredited

**TGS-2019503312**

Eligible for Training Grant,  
Absentee Payroll &  
Use of SkillsFuture Credit

Your role as a service professional can be a daunting task. You are the first line of contact, who can also become the first to be attacked. Many of us have had to deal with angry or upset customers at some point, and they can indeed be difficult. Learning to **stay calm**, knowing what to **say** and handling the situation **professionally**, will go a long way to **protect your business** and **brand image**. Managed well, each service challenge can even turn into a positive **opportunity to impress** the customer and foster newfound **brand loyalty**.

**“Imageworks is excited to join forces with Spectrum Management Consulting to double our effectiveness in helping our customers manage their service challenges.”**

*Christina Ong, Founder & Master Trainer, Imageworks*

**“Customer service is everything and anything that touches a customer, directly or indirectly. Customer service means servicing customers and it’s so much more than just solving problems or addressing complaints.”**

*Joseph Jaffe, Author, Speaker & Marketing Thought Leader*

Every customer that is patronising your brand wants to feel **respected**, **cared for**, and have their **needs addressed**. Learn what it takes to effectively manage deficiencies experienced in one or more of your **5 key dimensions of service quality**, and tap on negative feedback to initiate processes to **fail-safe** your business. Your greatest service challenges could well become your **biggest breakthroughs in service excellence**.

Key topics covered in this training programme:

**Service Challenge Triggers • Service Language • Self-Management • Service Recovery Process**

# HANDLING DIFFICULT CUSTOMERS AND SERVICE CHALLENGES

Facilitated by Imageworks in Collaboration with Spectrum Management Consulting

Learning Outcomes (LOs) & Course Outline

1-Day Instructor-Led Synchronous e-Learning / Classroom Training Programme

## EXAMINE THE TRIGGERS THAT LEAD TO SERVICE CHALLENGES

### LO 1 Identify the triggers that anger or upset customers

- Recognise what makes customers upset, angry or complain
- Realise how perceptions become reality

### LO 2 Analyse the dimensions of unmet expectations that can lead to different types of service challenges

- Unpack the 5 dimensions of service quality
- Review potential gaps in service quality that lead to customer dissatisfaction
- Brainstorm ways to narrow identified gaps in the 5 dimensions of service quality

## RESPOND TO SERVICE CHALLENGES THROUGH EFFECTIVE MANAGEMENT & COMMUNICATION

### LO 3 Review the importance of responding promptly to unhappy customers

- Step into the shoes of the upset customer to sense their frustrations
- Establish a service-oriented mindset when interacting with customers and problems

### LO 4 Keep calm and carry on by managing personal emotions

- Apply self-awareness and self-management techniques to remain calm and collected when dealing with difficult customers
- Adopt self-motivation techniques to remain resilient amid service challenges

### LO 5 Apply principles of effective communication to project the correct visual, verbal and vocal messages

- Convey thoughtfulness and empathy with positive body language and appropriate tone of voice
- Use magic and avoid tragic words
- Develop empathetic listening and apply reflect feeling responses to connect with the customer
- Manage customer aggression effectively with assertive communication

## ACTIVATE SERVICE RECOVERY AND ESCALATION PROCEDURES

### LO 6 Resolve service challenges through service recovery procedures

- Respond to service challenges through a systematic 5-step process
- Utilise healing actions in service recovery
- Diffuse tense situations before they escalate into a nasty conflict

### LO 7 Escalate unresolved service challenges through proper channels and procedures

- Understand how unresolved service challenges should be treated and escalated
- Make effort to provide suggestions for improvement and innovation to fail-safe the business operations

## TAKE ACTION CHALLENGE - YOUR ACTION PLAN AND INSPIRATION FOR TRANSFORMATION

*As with all our training programmes, our commitment is to make every effort to cover the scope of training listed above. From time to time, adjustments may be made in the delivery and depth of each topic as our trainer seeks to facilitate and meet participants' questions, needs and interest.*

6 months' value-added post-training follow-up to encourage effective transfer of learning:

Take Action Accountability • Training Outcomes Measurement • Optional Mentor Briefing

## COURSE FEE & FUNDING INFORMATION

### With SkillsFuture SG (SSG) Training Grant & Absentee Payroll Subsidy Eligible for Use of SkillsFuture Credit & SkillsFuture Enterprise Credit

For company-sponsored training, the actual fee payable is dependent on the company's incorporation type in Singapore (SME/non-SME) and the residency status and age of training participants. Non GST-registered companies should also consider GST implications. Here's an illustrative summary of the different funding components.

Learner Profile	Course Fee & Funding Information	COMPANY-SPONSORED				SELF-SPONSORED
		SME		NON-SME		
		Excl GST	Incl GST	Excl GST	Incl GST	Incl GST
Singapore Citizen ≥ 40 years	Full Course Fee	\$ 240.00	\$ 261.60	\$ 240.00	\$ 261.60	\$ 261.60
	Less: SSG Training Grant	\$ (168.00)	\$ (168.00)	\$ (168.00)	\$ (168.00)	\$ (168.00)
	Imageworks Invoiced Amount	N.A.	\$ 93.60	N.A.	\$ 93.60	\$ 93.60
	Less: Absentee Payroll	\$ (33.75)	\$ (33.75)	\$ (33.75)	\$ (33.75)	\$ -
	Net Training Investment	\$ 38.25	\$ 59.85	\$ 38.25	\$ 59.85	\$ 93.60
Singapore Citizen 21-39 years	Full Course Fee	\$ 240.00	\$ 261.60	\$ 240.00	\$ 261.60	\$ 261.60
	Less: SSG Training Grant	\$ (168.00)	\$ (168.00)	\$ (120.00)	\$ (120.00)	\$ (120.00)
	Imageworks Invoiced Amount	N.A.	\$ 93.60	N.A.	\$ 141.60	\$ 141.60
	Less: Absentee Payroll	\$ (33.75)	\$ (33.75)	\$ (33.75)	\$ (33.75)	\$ -
	Net Training Investment	\$ 38.25	\$ 59.85	\$ 86.25	\$ 107.85	\$ 141.60
Non-Singapore Citizen / PR	Full Course Fee / Invoiced Amt	\$ 240.00	\$ 261.60	\$ 240.00	\$ 261.60	\$ 261.60
	Net Training Investment	\$ 240.00	\$ 261.60	\$ 240.00	\$ 261.60	\$ 261.60

*For example, assuming a non-SME (GST-registered) company organises a class for 15 employees comprising 10 Singaporeans above 40 years, 4 Singaporeans between 21 to 39 years or Singapore PRs above 21 years, and 1 non-Singaporean, the final training investment after applicable Training Grants and Absentee Payroll subsidies will be  $(\$38.25 \times 10 + \$86.25 \times 4 + \$240 \times 1) = \$967.50$  for 15 employees attending the 1 day training.*

- The above table includes Baseline Funding, Enhanced Training Support for SMEs (ETSS) and Mid-Career Enhanced Subsidy (MCES) where applicable. Imageworks will apply for these SSG Training Grants for eligible participants.
- As this is an SSG-funded programme, Singapore Citizen and Singapore Permanent Resident learners must record their attendance electronically via the SingPass app, meet a minimum attendance of 75% of the training hours, and pass the competency-based assessments to successfully complete the course and qualify for funding.
- Absentee Payroll is a grant for Singapore-registered companies (excluding government entities) to defray manpower cost, capped at \$100,000 p.a. Excluded from our invoice for course fees, employers have to endorse their employees' details in the Enterprise Portal for Jobs & Skills (EPJS) after their course completion to facilitate funding disbursement.
- Eligible employers can also tap on SkillsFuture Enterprise Credit (SFEC) to cover up to 90% of out-of-pocket expenses including training for non-Singapore Citizen/PR participants with Foreign Identification Number (FIN).
- Self-sponsored Singaporeans may utilise their SkillsFuture Credit to pay for Imageworks' invoiced amount.
- SMEs are companies registered or incorporated in Singapore with an employment size of not more than 200 employees or with an annual sales turnover of not more than S\$100 million.
- The above course fee excludes training venue and F&B expenses. Imageworks' training academy which is well-equipped and conveniently located at 100 Pasir Panjang, is available for corporate booking at a preferential rate.
- On completion of training, participants will be awarded a SSG Statement of Attainment in Service Challenges.

*Added benefits for choosing a corporate training session exclusively conducted for your organisation:*  
**Contextualisation to organisation • Alignment of standards • Team bonding opportunities**

## At Imageworks, we believe in forging strong partnerships with our clients. We are committed to deliver effective training solutions that produce results.

Beginning with a clear understanding of each client's needs, we'd suggest ways to contextualise our programme and adapt training activities to deliver memorable learning experiences that both organisations and individuals appreciate. Our high percentage of repeat clients bears testimony of our training effectiveness. Here's a list of some of them:

### PRIVATE CORPORATIONS

ABN AMRO  
Accenture  
ACE Insurance  
ACES Learning  
AIA  
AmBank  
Antiant  
ANZ Bank  
Aon Hewitt  
Ascent Solutions  
Atos Origin  
AXA Life  
Avanade  
Bally  
Bank Julius Baer  
Bank of Singapore  
Barclays  
Body Contour  
Borneo Motors  
Bosch  
BSL Group  
BW Maritime  
Capitaland  
CFA Singapore  
Changi Airports International  
CIMB Bank  
Citibank  
City Developments Ltd  
CLA Global TS  
CLS International (Berries)  
Colin Ng & Partners  
ComfortDelGro  
Credit Agricole  
Credit Suisse  
Crimson Logic  
Daimler South East Asia  
Dale Carnegie  
DBS Bank  
Deloitte  
DNV  
Duke Bakery  
Eastport Maritime  
Edelman  
Elsevier  
Estee Lauder  
Eurokars Group  
Experia Events  
Far East Organization  
Finexis  
Fisher & Paykel  
Fraser's Property  
FT Consulting  
Fullerton Health  
Gammon Construction  
Global Logistic Properties  
Golin Harris  
Great Eastern Life  
GREIF  
GuocoLand  
HK Land  
Hongkong & Shanghai Hotels  
HSBC  
IN.FOM

IPP Financial Advisers  
Jigger & Pony  
Jones Lang LaSalle  
JP Morgan  
Keppel Corporation  
Kimberly-Clark  
KMP Group  
Knight Frank  
Kuok Group  
Laguna National Golf & Country Club  
Liberty Insurance  
Lum Chang Building Contractors  
M1  
Maersk  
Mandai Wildlife Group  
Manulife  
Maybank  
McKinsey & Co  
MediaCorp  
Meritus Mandarin Hotel  
Merrill Lynch  
Merz Asia Pacific  
Montage Studios  
Nefful  
NTUC Income  
OCBC Bank  
OCBC Securities  
Oculus  
Olympus  
Panasonic  
PGIM Real Estate  
POSB Bank  
Procter & Gamble  
PropNex  
Prudential  
Resorts World Sentosa  
Richemont Luxury  
Rockwell Automation  
Qornerstone  
S&P Global  
SAA Architects  
Sanden International  
Schlumberger  
Schroders Investment Management  
Sea Group  
Sentosa Development Corporation  
Shinji by Kanesaka  
Sime Darby Insurance Brokers  
Singapore Exchange (SGX)  
Singapore Technologies  
SingPost  
SPH Media  
St Gregory Spa  
Standard Chartered Bank  
Taj Hotels  
TEE International  
Teledirect  
The American Club  
The Body Shop  
ThermoFisher Scientific  
Tolido's  
Toyota Tsusho  
Transglobal Logistics  
Triumph International

UBS  
United Overseas Bank (UOB)  
Wearnes Auto  
Wong, Ong & Partners  
Yahoo!  
Yue Hwa Chinese Emporium

### MINISTRIES, STATUTORY BOARDS & GOVERNMENT-LINKED COMPANIES

A\*STAR  
Auditor-General's Office (AGO)  
Civil Service College  
Centre for Management Development  
Economic Development Board  
Enterprise Singapore  
Government of Singapore Investment Corporation (GIC)  
GovTech  
Housing and Development Board  
Infocomm Development Authority  
InvestHK  
Inland Revenue Authority of Singapore (IRAS)  
Integrated Health Information Systems (IHIS)  
Jurong Town Corporation (JTC)  
Maritime Port Authority of Singapore (MPA)  
MINDEF  
Ministry of Communications and Information  
Ministry of Culture, Community and Youth  
Ministry of Home Affairs  
National Gallery  
National Healthcare Group  
National University Health System  
Public Utilities Board  
Singapore General Hospital  
Singapore Land Authority  
Singapore Tourism Board  
Surbana  
Tan Tock Seng Hospital

### LEARNING INSTITUTIONS

Henderson Secondary School  
Hwa Chong Institution  
INSEAD  
Manchester Worldwide IHE  
Methodist Girls' School  
Nanyang Polytechnic  
Nanyang Technological University  
National Junior College  
National University of Singapore  
Ngee Ann Polytechnic  
Republic Polytechnic  
Singapore Institute of Management  
Singapore Management University  
Singapore Polytechnic  
The British Council

### NON-PROFIT ORGANISATIONS

Breast Cancer Foundation  
St James Church  
Trinity Christian Centre



# WHY ORGANISATIONS CHOOSE



"I often get asked by colleagues which is our most popular program we run...the answer is always Imageworks..."

I often get asked which program is critical to our overall training...the answer again is Imageworks.

Imageworks has worked with us to not only deliver training but they have consulted with us the whole way.

The program we have is tailored to our needs and represents what we stand for, aligning with our brand and the way we do business. Imageworks has captured our essence and helped us to create customer driven employees not only through how they dress, but how they represent our business and most importantly themselves."

- Head of Learning & Development of a major financial institution -

"I visited some of the training sessions which you were conducting with members of our staff.

I was very glad to see a very high level of enthusiastic response and participation.

I think it has to do with your affable and effective style...

Your work has contributed much in supplementing our recent efforts in the process of building our people into an effective organisation."

- Managing Director of an international luxury goods brand -

"The most useful thing I took away with me was on how to manage others' perception of me.

At the end of the day, there should be a match between what you think of yourself and what others think of you."

- Participant from a global consumer electronics corporation -



## GET TO KNOW US ...

Service excellence is wired into the "heartware" of Imageworks and Spectrum. Our trainers and consultants are dedicated to delivering visible and transformational results through our programmes to enhance customer journeys and brand experiences. We facilitate the effective transfer of learning and equip our participants with service competencies that elevate their personal and professional effectiveness.

Established in 1995, Imageworks has 28 years of experience in training participants from diverse backgrounds, industries, cultures, job roles and stages of life. Our alliance partner Spectrum has also been instrumental in driving business and service excellence among many corporate and government clients over the last 18 years. Imageworks is also a 3-time winner of the HR Vendors of the Year Awards from 2020 to 2022, as Best Management Training Provider and Best Sales Training Provider.

At Imageworks, we are guided by NICE, an acronym for our core values of nurturing, integrity, creativity and excellence: we are nurturing towards our staff and clients; we discharge our duties with integrity; we inject creativity into our learning experiences, and continually strive for excellence in all that we do. Let us inspire and equip you and your people for personal empowerment and corporate excellence!

## ... AND OUR TRAINING TEAM



### PROFESSIONAL TRAINERS & EDUCATORS

Everyone learns differently. Our certified trainers reinforce learning through interactive facilitation techniques, innovative visual aids and impactful learner demonstrations that enable the effective transfer of learning.



### EXPERIENCED SUBJECT MATTER EXPERTS

Our trainers are experienced subject matter experts in the areas of social intelligence, professional presence, effective communication and customer experience. Our active practice of these skills allow us to coach our trainees with relatable, relevant and applicable content.



### STRONG CORPORATE BACKGROUND

Our trainers have solid portfolios and corporate track record, with a deep appreciation for business and HR issues. We are thus able to contextualise training effectively and motivate learners with practical insights.



### MULTI-INDUSTRY PRACTITIONERS

We've contextualised our training to cater to different industries and adapted it to ensure an inclusive environment. It's no wonder that our clients come back for more!