



Do your customers feel **welcomed** the moment they step through your door?

Are your people equipped to **read and respond** to customer cues?

How do you **transform an ordinary service encounter** into a moment your customers remember and return for?

Turn customer encounters into enchanted experiences

MAGIC: MAKE A GREAT IMPRESSION ON CUSTOMERS

SkillsFuture SG Accredited

TGS-2024049903

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

Every great story begins with a memorable first encounter. The way your people look, speak, and carry themselves sets the scene for the customer's entire journey with your brand. Service professionals who know how to create an enchanting first impression and go the extra mile are your most powerful brand ambassadors. These are learnable skills, and we are here to help your team bring them to life.

**“People will forget what you said, people will forget what you did,
but people will never forget how you made them feel.”**

Maya Angelou, Poet and Author

Through our highly interactive MAGIC programme, your team learns to identify different customer personalities, trace the customer journey, and communicate with the professionalism and empathy that turns first-time visitors into loyal patrons.

Learners practise the art of active listening, sharpen their professional image from head to toe, and discover how to turn service challenges into opportunities for memorable moments. They leave equipped with the initiative and insight to go the extra mile, and the tools to grow continuously from every piece of customer feedback.

Your people step out of training ready to make every customer feel like royalty.

Key topics covered in this training programme:

**Customer Types & Triggers • Customer Needs & Expectations • Personalised Service
Principles of Effective Communication • Professional Image & Persona • Body Language**

MAGIC: Make A Great Impression on Customers

Learning Outcomes (LOs) & Course Outline 1-Day Instructor-Led Classroom Training Programme

UNVEILING THE CUSTOMER'S MAGIC KINGDOM

LO 1 Evaluate the importance of service innovation to the organisation

- Identify different fairy-tale archetypes of customers, such as the Dreamer, Explorer, Nurturer and Shopper
- Analyse how their motivations and expectations shape their magical journey

LO 2 Get set to create magic and avoid tragic moments

- Trace the customer journey to identify key touchpoints
- Anticipate triggers and dimensions of unmet expectations that can ruin the magical service experience
- Unveil secret spells to activate exceptional service moments before any unhappiness arise

CASTING THE SPELLS OF FIRST IMPRESSIONS

LO 3 Consult the Magic Mirror to be the fairest of them all

- Polish your professional image for an enchanting first impression that delights customers from their first encounter
- Conduct Magic Mirror's head-to-toe review of your dressing and grooming before you step out of the door

LO 4 Wave your wand to engage with appropriate body language

- Practise non-verbal communication and body language that exudes warmth, professionalism and approachability
- Meet and greet with an appreciation of cultural differences and practices

MASTERING THE ART OF ENCHANTED COMMUNICATION

LO 5 Harness the power of spoken charms

- Mind your language and manners to exude your charisma
- Choose words to create a magical dialogue that fosters trust, clarity and positive rapport

LO 6 Listen with fairy-tale attention

- Listen actively and empathically to uncover the customer's needs, desires and expectations
- Engage in keen observation to hear what is not said

SPREADING THE PIXIE DUST FOR GEMS AND IMPROVEMENTS

LO 7 Go-the-Extra-Mile for Service beyond the castle gate

- Embrace the spirit of initiative to exceed expectations with GEMS of magical surprises and thoughtful gestures
- Turn woes into wishes by transforming challenges into opportunities to create memorable experiences

LO 8 Embrace feedback as a magical gift for improvement

- Gaze into the crystal ball of feedback to improve and enhance service delivery
- Implement strategies to effectively respond to feedback and continuously elevate the customer experience

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	\$ 300.00	\$ 327.00	\$ 300.00	\$ 327.00	\$ 327.00
	Less: SSG Training Grant	\$ (210.00)	\$ (210.00)	\$ (210.00)	\$ (210.00)	\$ (210.00)
	Imageworks Invoiced Amount	N.A.	\$ 117.00	N.A.	\$ 117.00	\$ 117.00
	Less: Absentee Payroll	\$ (31.50)	\$ (31.50)	\$ (31.50)	\$ (31.50)	\$ -
	Net Training Investment	\$ 58.50	\$ 85.50	\$ 58.50	\$ 85.50	\$ 117.00
Singapore Citizen 21-39 years	Full Course Fee	\$ 300.00	\$ 327.00	\$ 300.00	\$ 327.00	\$ 327.00
	Less: SSG Training Grant	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)	\$ (150.00)
	Imageworks Invoiced Amount	N.A.	\$ 177.00	N.A.	\$ 177.00	\$ 177.00
	Less: Absentee Payroll	\$ (31.50)	\$ (31.50)	\$ (31.50)	\$ (31.50)	\$ -
	Net Training Investment	\$ 118.50	\$ 145.50	\$ 118.50	\$ 145.50	\$ 177.00
Singapore PR ≥ 21 years	Full Course Fee / Invoiced Amt	\$ 300.00	\$ 327.00	\$ 300.00	\$ 327.00	\$ 381.50
	Net Training Investment	\$ 300.00	\$ 327.00	\$ 300.00	\$ 327.00	\$ 381.50

For example, assuming a non-SME (GST-registered) company organises a class for 15 employees consisting of 10 Singaporeans above 40 years, 4 Singaporeans between 21 to 39 years or Singapore PRs above 21 years, and 1 non-Singaporean/PR, the final training investment after applicable Training Grants and Absentee Payroll subsidies will be $(\$77.63 \times 10 + \$149.63 \times 4 + \$360 \times 1) = \$1,734.82$ 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 Customer Service Excellence.

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
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 IMAGEWORKS®

Branding Through People

“The application of the principles of etiquette is insightful and practical as we seek to improve our business relationships with our partners and stakeholders across the globe. Thank you for challenging us to step out of our comfort zones, to take every opportunity to connect well with others.”
- Participant from an international business division of a government agency -

“On behalf of our team, I would like to convey our heartfelt appreciation to you for delivering such an impactful training, and making the session a truly memorable one! We are also really pleased to share that excellent feedback was received for the workshop among all the participants. Thank you for your support and we will feel honored to collaborate again in the future.”
- PhD Research Scholar & Career Team Director of an engineering post-graduate alumni association of a local university -

“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, particularly in how they represent our business and most importantly themselves.”
- Head of Learning & Development of a major financial institution -



GET TO KNOW US ...

At Imageworks, we believe in celebrating diversity at the workplace, with many of our client engagements working to enhance cohesion, connectivity and mutual appreciation for people and culture differences within local and multinational teams.

Established in 1995, we have over 30 years of experience in improving interpersonal communication skills among our participants, many of whom come from different industries, cultures and stages of life. Imageworks is a 3-time winner of the HR Vendors of the Year Awards from 2020 to 2022, as Best Management and 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. Our passion keeps us a relevant, driven and effective business that continually strives to connect, collaborate and develop meaningful relationships.

Tap on our experience and expertise to inspire and equip yourself 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!