



**INSURANCE INSTITUTE
FOR ASIA AND THE PACIFIC, INC.**

CUSTOMER SERVICE WORKSHOP

**MARCH 12, THURSDAY, 8:30AM - 4:30PM TO
MARCH 13, FRIDAY, 1:00 - 4:30PM
IIAP TRAINING ROOM**

COURSE OBJECTIVE

This workshop aims to help shift the employee's focus from just doing his job to a higher emphasis of ensuring that the customer in front of him receives the service he needs and wants, resulting in a positive experience with the company.

WHO SHOULD ATTEND

This workshop is for marketing & sales professionals, customer service representatives, receptionists and all employees who deal directly with customers.

RESOURCE SPEAKER

MS. ANAMARIA SOCORRO “BIM” M. MERCADO

She has concentrated on providing training and consulting services to various clients across industries, particularly in the areas of customer service and business process improvement. She is also managing Consumer Insight, a company that specializes in capturing the customer's experience through mystery evaluation services and customer satisfaction programs.



COURSE OUTLINE

- I. Introduction
 - a. Service excellence: Why is it important now more than ever?
 - b. The customer service mindset: Do you have it?
 - c. Service and satisfaction
- II. Starting with the Customer
 - a. Who are your customer?
 - b. Customer expectations
 - c. Service dimensions customers expect
- III. The Customer Experience: Interacting with the Customer
 - a. Initial contact (approaching/welcoming the customer)
 - b. Collecting information through effective communication
 - c. Meeting the customer's needs (service delivery)
 - d. "Is there anything else?"
 - e. Ending the customer experience on a high note
 - f. Continuing service: staying in touch
- IV. Service Recovery: Managing Complaints and Complaining Customers
 - a. A positive take on complaints
 - b. Why do customers complain?
 - c. Steps to service recovery
- V. Telephone interaction
 - a. Tuning up your telephone etiquette
- VI. Personal Effectiveness
 - a. Verbal and non-verbal communication tips
 - b. Personal grooming
 - c. Building self-confidence
 - d. Good manners and etiquette

SEMINAR FEE (VAT Inclusive)

IIAP Member: P 9,520.00
IIAP Alumni: P 10,080.00
Others: P 10,640.00

Checks for registration fee should be in the name of the Insurance Institute for Asia and the Pacific, Inc. Fees should be remitted on or before March 4, 2020.

ADMISSION

Admission to the course will be limited which will allow a maximum interaction among participants. Reservations will only be granted to those who have submitted their applications and paid the corresponding seminar fee.

An applicant must fully fill-out the IIAP application form below and submit on or before March 4, 2020. Refund shall not be allowed after the start of the seminar.

CERTIFICATE OF ATTENDANCE

A Certificate of Attendance will be awarded to those who attend the three - day seminar

NOTICE OF CANCELLATION

IIAP has the right to cancel or postpone seminars/courses on or before the deadline of submission due to unavoidable circumstances.

All cancellations and substitutions of reservations must be sent in writing to IIAP. Due to the costs incurred for preparation and administration, any cancellations received on the ff. dates are subject to penalty (see details below):

Cancellation:	Penalty
1st day of seminar	50% of course fee
2nd day of seminar	100% of course fee

For inquiries and reservation call or email us at:
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