

# WSQ Service Excellence: Offer Customised and Personalised Service - Operations

This WSQ Service Excellence module aims to impart the knowledge and application skills to proactively offer and promote service to customers. It includes accessing and communicating detailed product and service information sought by a diverse range of customers; in order to make recommendations that meet customers' personal needs.

## **TARGET AUDIENCE**

Service workforce whose work requires performing customer service at operational level and it is applicable across any industries.

## **COURSE OBJECTIVES**

This module aims to impart to staff to enhance their knowledge on organisation's products and services and use it to effectively to address information commonly sought by customers. It also imparts the competence to identify and act upon opportunities to offering customized and personalized service to a diverse range of customers

## **Methodology**

This is a competency based workshop. The programme is highly interactive, incorporating role-plays, mini-lectures, demonstrations, games, group discussions and individual reflections

## **Assessment and Certification**

Upon successful completion of the workshop, participants will be awarded with a Statement of Attainment (SOA) issued by the Singapore Workforce Development Agency.

## **ADMINISTRATION DETAILS**

Course dates in 2010:

■ 8-9 Jun ■ 3-4 Aug ■ 14-15 Oct

Time : 9am – 6pm  
Duration : 2 days (16 hrs)

Normal Course Fee : \$214.00  
Amt after training grant : \$ 38.00

(90% of fees, capped at S\$11/hour).

**Fees inclusive of 7% GST.**

Please apply for training grant funding and absentee payroll funding via [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg)

**Absentee Payroll (SPUR):** Effectively from 15 May 09 - 80% of hourly basic salary capped at \$10/ hour. For workers aged 40 years old & above with 'A' level qualifications & below, 90% of hourly basic salary capped at \$10/hour. \*\* SDF and SRP Terms & Conditions apply.

## **COURSE CONTENT**

### **Study and Update Own Knowledge on Organisation's Products and Services**

- The Power of Product Knowledge
- Categories of Product Knowledge
- Acquiring Product Knowledge

### **Develop Knowledge that Addresses Information Commonly Sought by Organisation Customers**

- Developing and Maintaining Product Knowledge
- Understanding Features and Benefits

### **Identify and Act Upon Opportunities to Offering Customised and Personalised Services**

- Types of Service
- Supporting Services
- Providing Exceptional Service
- Meeting Customer's Personalised Needs
- Customers Requiring Personalised Service

### **Deliver Service to a Diverse Range of Customers**

- Customer Diversity
- Awareness of Cultural Characteristics
- Respecting Diversity
- Making Customer Service Inclusive
- Effective Communication

In order to enjoy the funding, the participants need to fulfill the following 4 requirements:

1. Training is fully sponsored by companies, which are registered or incorporated in Singapore
2. Are employees who are either Singapore Citizens or Permanent Residents (PR) of Singapore
3. Attain at least 75% attendance
4. Undertake all assessments in the course

**Participants will be issued a Statement of Attainment (SOA) upon successful completion and assessment of the training course.**

You may call Kelly Choa at 6827 6929 or email [Kelly\\_choa@snef.org.sg](mailto:Kelly_choa@snef.org.sg), for more information or assistance.

**REGISTRATION:** For registration, please download the registration form from our website: [www.sgemployers.com](http://www.sgemployers.com)

Training Hotline: 6827 6927 or e-mail at [trg@snef.org.sg](mailto:trg@snef.org.sg)  
Start enjoying the many benefits of being a SNEF member, call: 6827 6955 for more information