



SERVICE EXCELLENCE

**A Singapore Workforce Skills
Qualifications Programme**

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Provide GEMS Service

Full Course Fee: S\$321.00
(S\$300.00 exclusive of GST)

WDA Funding: S\$209.00
(S\$188.00 exclusive of GST)
(For Singaporeans and Permanent Residents only)

WHO SHOULD ATTEND

Frontline and service staff who are in touch with customers. Operational and support staff who are involved in the process of creating a positive customer experience.

16 hours/2 days

COURSE DESCRIPTION

You heard so much about the need to “wow” the customer, the benefits and advantages. Now you need to be shown the “how-to’s”! This competency-based and assessment-based programme is a national qualification under the Workforce Skills Qualification (WSQ) framework. It aims to challenge and equip all your staff, frontline or backend, to meet the demanding challenges of today’s customers by going the extra mile for them!

LEARNING OUTCOMES

Participants will experience and learn to:

Prepare For Go-Extra-Mile Service

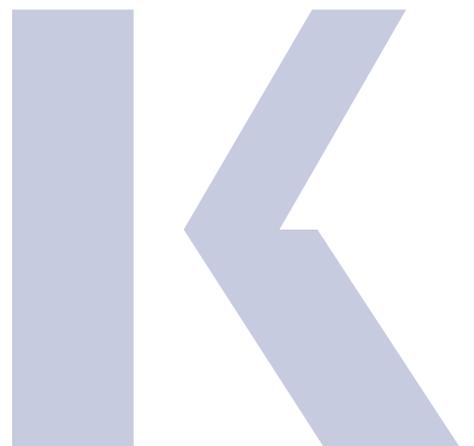
- Importance of ‘go extra mile’ service for oneself and the organisation
- The 3Ps of Service Excellence
- First Impression Last

Go Beyond First Impressions

- Moments of Truth
- Treat the Customers with W.A.R.M.T.H.
- Use Customer Friendly Language

Go the Extra Mile Interactions

- Why Customer is Always Right!
- Service Recovery
- Diffusing Difficult Situations



Customer service

Excellent



Certified Service Professional (CSP)

Full Course Fee: S\$695.50
(S\$650.00 exclusive of GST)

90% WDA Funding: S\$65.00
(For Singaporeans and Permanent Residents only)

WHO SHOULD ATTEND

The main target audience for the Certified Service Professional programme is workers from non-service industry sectors, who want to join the tourism-related service sectors, which may include:

- Food & Beverage
- Spa & Wellness
- Tour & Travel Services
- Hotel and Accommodation Services
- Attractions
- Gaming
- MICE
- Retail

40 hours/5 days

COURSE DESCRIPTION / LEARNING OUTCOMES

The Certified Service Professional Programme is a 5-day foundation course in customer service skills. Participants will learn about the mindset and passion of a service professional as well as the basics of customer service, going the extra mile for the customer, giving the customer a personalised and customised service and delighting the customer in a team setting. Participants will also learn and apply the concepts via the route of adult learning and through various simulated activities where participants will be assessed throughout the programme. At the end of this programme, participants will be awarded the WSQ Certified Service Professional Certificate from the Workforce Development Agency (WDA).

It is recognised that service is extended not only to external customers but internal customers as well. The Service Excellence WSQ operations modules serve as foundational units in the journey towards service excellence for all workers in Singapore.

PRE-REQUISITES

- Possess GCE N (Academic) / O Level pass in English OR
- Acquired Level 4 for any two modalities of the Workplace Literacy from the Employability Skills System (WPLN ESS)

LEARNING OUTCOMES

Develop mindset and passion of a service professional

- Think like a service professional
- Get ready to create memorable moments
- Put up a great show

Know your products, customers and organisation

- Know your products and services
- Know your customer requirements
- Know your organisation's systems and standards

Make every encounter a GEMS moment

- Deliver the 10 GEMS
- Go the extra mile
- Handle service breakdowns and recovery

Work with your colleagues to delight customers

- Resolve team problems
- Communicate with team members

Invite customers to come back

- Build customer loyalty
- Utilise customer records

Keep improving your service

- Seek customer feedback and improve service



Build Relationships with Customers

Full Course Fee: S\$321.00
(S\$300.00 exclusive of GST)

WDA Funding: S\$209.00
(S\$188.00 exclusive of GST)
(For Singaporeans and Permanent Residents only)

WHO SHOULD ATTEND

Senior Service Crew and Team Leaders.

24 hours/3 days

COURSE DESCRIPTION

Building customer satisfaction, loyalty and retention goes beyond providing the same “average” service as everyone else. Start your journey of creating and sustaining strong relationships with customers with our Build Relationships with Customers programme to achieve customer retention!

LEARNING OUTCOMES

- Build Customers’ Confidence
- Maintain and Develop Customer Relations
- Handle Referred Difficult Customers

Key 1: Build Customers’ Confidence

- Identify and update service team customers whom organisation wants to build relationship with.
- Apply accurate product and service knowledge, organisation service procedures and policies and related legislations to meet customers’ needs.
- Demonstrate qualities of service professional when interacting with customers to assure customers of quality customer service.

Key 2: Maintain and Develop Customer Relations

- Coordinate post sale/service support to ensure customers’ needs are met.
- Coordinate the use of a customer database to update identified customers’ information.
- Coordinate with service staff to keep customers updated of company’s new products and promotions.
- Provide customers with additional help and information in response to their queries.

- Obtain feedback on whether customers expectations are being met.
- Make recommendations to management on how to build customer loyalty based on customer feedback, where appropriate.

Key 3: Handle Referred Difficult Customers

- Confirm details of referred complaint.
- Acknowledge customer politely and assure customer that appropriate actions will be taken to resolve the complaint.
- Use active listening to and questions skills to confirm customer issues with customer.
- Use effective communication techniques to develop rapport with the customer and consolidate customer confidence.
- Establish mutually acceptable resolutions to complaints within own limits of authority and according to organisational customer service policies and procedures.
- Implement agreed actions and follow up with customer until complaint is satisfactorily resolved.
- Follow organisational procedures if customer would like to escalate complaint to higher authority.
- Take opportunities to turn incidents of dissatisfactions into a demonstration of high quality service to customer to encourage customer loyalty in line with organisational policy.
- Close complaint according to organisational policy and procedures after complaint is satisfactorily resolved.



Deliver Service Excellence

Full Course Fee: S\$321.00
(S\$300.00 exclusive of GST)

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WHO SHOULD ATTEND

Frontline Service Crew.

16 hours/2 days

COURSE DESCRIPTION

Making sure that customers are successful in establishing and maintaining an effective team, achieving customer retention and assessing service levels for continual improvement.

Deliver Service Excellence is a competency-based programme that prepares your frontline service staff to communicate effectively with a diverse range of customers and colleagues and learn to provide excellent service whilst applying the organisational service system.

LEARNING OUTCOMES

- Apply Organisational Service Values and Systems
- Contribute to Service Team Effectiveness
- Follow-up post sales/service support
- Utilise and update a customer database

Key 1: Apply Organisational Service Values and Systems

- Use organisational service culture and values to guide service delivery decisions.
- Communicate service delivery procedures and policies to customers and staff clearly and courteously, where necessary.
- Source work instructions relevant to a personal job role.
- Use organisational systems and follow organisational procedures to carry out service tasks
- Use organisational systems and follow organisational procedures to record service processes or outcomes.
- Seek advice from relevant personnel in clarifying service systems and procedures when appropriate.

Key 2: Contribute to Service Team Effectiveness

- Communicate with other service team members to identify service team purpose, goals, plans, objectives and each member's roles and responsibilities.
- Participate actively in service team activities to achieve

service team objectives.

- Accept responsibility for personal and team performance by seeking assistance/support from team members and providing assistance/support to service team members where necessary.
- Give and receive feedback to identify and resolve problems which impede service team performance.
- Role model behaviour, within the team, to enhance the organisation's image.
- Follow accepted workplace communication systems and procedures to communicate with service team members and relevant managers.

Key 3: Follow-up post sales/service support

- Assure customers of service delivery promise, provide personal contact details and/or obtain customers' personal contact details at close of transaction.
- Inform customers of changes impacting on fulfilment on service delivery promise, where appropriate.
- Respond promptly to resolve customers' post service delivery problems.

Key 4: Utilise and update a customer database

- Uphold the confidentiality and security of the customer database as required by organisational policy and legal requirements.
- Store accurate customer records securely according to organisation's policies and procedures.
- Accurately identify and follow up with regular and /or targeted customers in accordance with the organisational marketing policy.
- Utilise customer records to notify customers accurately on products and services of possible interest.
- Record purchases related to customer clubs and reward schemes where required according to the organisation's promotional activities.



Offer Customised and Personalised Service

Full Course Fee: S\$321.00
(S\$300.00 exclusive of GST)

WDA Funding: S\$209.00
(S\$188.00 exclusive of GST)
(For Singaporeans and Permanent Residents only)

WHO SHOULD ATTEND

Frontline Service Crew.

16 hours/2 days

COURSE DESCRIPTION

Offer Customised and Personalised Service aims to equip participants with the know how to communicate product and service information. Participants will also learn how to make recommendations to meet customers' personal needs, and exceed their service expectations.

LEARNING OUTCOMES

- Study and update own knowledge on organisation's products and services
- Develop knowledge that addresses information commonly sought by organization customers
- Identify and act upon opportunities to offering customised and personalised service
- Deliver service to a diverse range of customers

Key 1: Study and update own knowledge on organisation's products and services

- Source relevant and accurate information on the organisation's products and services to enhance personal knowledge.
- Develop and maintain knowledge of the organisation's products and services to enhance service delivery.
- Record and share product and service information learnt with colleagues, where appropriate.

Key 2: Develop knowledge that addresses information commonly sought by organization customers

- Identify information commonly sought by organisation customers.
- Acquire and maintain knowledge to address information commonly sought by the organisation's customers.
- Share information acquired with colleagues to assemble a shared database of commonly sought information.

Key 3: Identify and act upon opportunities to offering customised and personalised service

- Identify customers requiring personalised service.
- Apply appropriate methods to provide customers with personalised services as required.
- Recognise and act upon opportunities for providing customised and personalised service according to organisational guidelines and procedures.
- Take initiative to personally provide additional service to customers, where required.
- Seek information or advice to meet customer requirements outside own area of responsibility or knowledge, or refer customer to relevant personnel, where required.
- Follow-up professionally with customers according to agreed timelines.
- Communicate customers' unique requirements to colleagues, where necessary, in accordance with organisational procedure

Key 4: Deliver service to a diverse range of customers

- Follow organisational procedures and guidelines that seek to make customer service inclusive for diverse groups of customers.
- Show respect for customer's individual beliefs, expectations and needs that may result from their membership of a particular group.
- Vary personal approaches to take into account of customers' beliefs, expectations and needs resulting from their membership of a particular group.
- Work with colleagues to identify consistent approaches that team members should adopt when dealing with particular groups.
- Ensure consistent service delivery by adhering to organisational guidelines and procedures.
- Follow organisational procedures to handle problems related to delivering service to diverse range of customers.



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