



**SIRIM
STS**

Standards+Training+Consultancy



**SHAH
ALAM
SELANGOR**

WORLD CLASS CUSTOMER SATISFACTION PERFORMANCE MANAGEMENT

Towards the Highest Level of Customer Satisfaction and Branding

PROGRAM HIGHLIGHT

This program provides the necessary skills to ensure customer satisfaction, delight and loyalty are well managed. The models used for this program are the Customer Requirement and Expectation (CRE), Beyond Customer Expectation (BCE), Customer Values Proposition (CVP) and Product or Service Branding.

Who Should Attend This Training?

Personnel who intend to assume the responsibility of assuring and managing customer satisfaction. Positions may include managers, engineers, executives, supervisors, technicians, etc. Personnel with QMS ISO 9000 responsibility will also benefit from attending this program.

OBJECTIVES

- To provide concepts and applications of World Class Customer Satisfaction Assurance
- To provide skills on application of Customer Values Tools
- To provide skills on determining comprehensive and accurate Customer Satisfaction Survey (CSS) to achieve customer delight and improve market share growth
- Expected outcomes - Upon understanding concepts taught, the improvement of product based on high trust in service and good branding strategies shall widen market access and increase revenue.

OUTLINE

- Module 1: Defining Customer Satisfaction Level using Likert Scale
- Module 2: Customer Requirement and Expectation (CRE)
- Module 3: Beyond Customer Expectation (BCE)
- Module 4: Identification of Actions for Assurance
- Module 5: Implementation of Actions - Monitoring Outcomes Performance
- Module 6: Accurate Customer Satisfaction Survey (CSS)
- Module 7: Responsive Actions on Performance Shortcomings
- Module 8: Customer Performance Review - Leadership Commitment

PROGRAM OVERVIEW

Customer satisfaction is a fundamental requirement for successful and sustainable organisation. Customer satisfaction to the highest level may include providing experiences of customer happiness and delightfulness. The ability to assure customer satisfaction through provision of correct customer values and robust processes and framework defines effectiveness of customer performance management

FEES

RM1500/ PAX

**excluding 6% SST*

(Discount: 3 or 4 pax - 5% / 5 pax and above - 10%)

www.sirimsts.my

REGISTRATION

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MANAGEMENT AND SOFT SKILLS TRAINING WORLD CLASS CUSTOMER SATISFACTION PERFORMANCE MANAGEMENT

4-5 March 2020 14-15 September 2020

Shah Alam, Selangor

REGISTRATION FORM

Contact Person			
Company Name			
Company Registration No.			
Address			
E-mail			
Contact No.	HP:	Office:	Fax:

Please tick for organisation type:

Local company	Individual	SME	MNC
Organisation/ Association	Company registered under state agency	Government	Others (organisation / societies / international)
GLC	Foreign company	Koperasi	Professional & technical services

Please tick to indicate the nature of your business :

Aerospace	Agricultural	Automotive	Building/Construction	Chemical	Communication
Defence	Distribution	Education and Industrial Training Services	Electrical and Electronics	Environment	Financial/Banking
Food and Beverages	Green Technology	Health Related & Social Services	Tourism & Related Travel	Information Technology	Machinery and Equipment
Medical Devices	Nuclear Fuel Industry	Oil and Gas	Plastics and Rubber Products	Pharmaceuticals	Power Plant Industry
Publishing/Broadcast	Research and Development	Shipbuilding	Textile/Clothing	Timber And Wood	Transport
Water Supply Industry	Others (Please specify):				

PARTICIPANT

No.	Name	Position	Email	Mobile No.
1.				
2.				
3.				
4.				
5.				

Signature :

Date :

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