



### DATES

January 21, 2020  
Tuesday  
8:30 am - 4:30 pm

### PROGRAM FEE

Php 5,900.00 (Early Eagle Rate until Jan. 7)  
Php 6,400.00 (Regular Rate)

### HOW TO REGISTER

**Online**  
[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

**Email**  
[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

**Call**  
+63(2)830.2038

*Schedules and prices may change without prior notice.*

## How May I Help You?

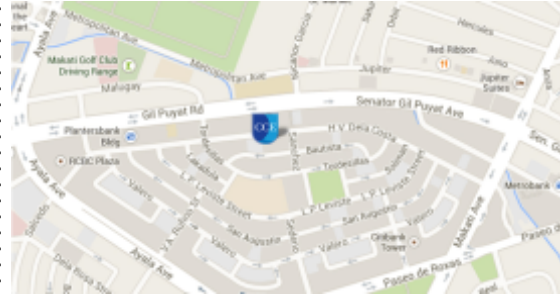
Customer Service 101 for Frontliners  
Service Excellence Series

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus  
3/F Ateneo Professional Schools Bldg.,  
130 H.V. Dela Costa St., Salcedo Village,  
Makati City, Philippines



### CUSTOMIZED PROGRAMS

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October 25, 2019



ATENEODE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



technology, quality & operations management

# How May I Help You?

## Customer Service 101 for Frontliners

CENTER FOR CONTINUING EDUCATION

One common factor shared by all organizations – regardless of industry, size, and location – is the critical need to be customer-focused and to provide exceptional customer service.

This one-day course introduces service representatives/frontliners to the fundamental principles and techniques required for excellent customer service delivery. As the first line of contact with customers, service representatives have a unique and challenging opportunity to influence customer perception and loyalty. In today's competitive market, excellent customer service is critical to continued success for any service organization.

In this course, you will learn and practice essential skills through exercises and group activities to ensure skill transfer to the job and return on training investment for the organization.

## *how may i help you?*

### Customer Service 101 for Frontliners

## objectives

After the course, you will:

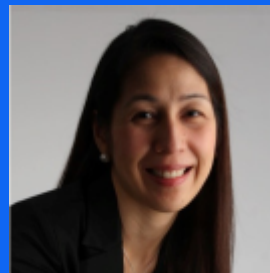
1. Understand the vital importance of the customer to the organization;
2. Understand your role in achieving service excellence;
3. Commit to develop a *Customer First* mindset and customer-focused behaviors;
4. Identify different customer types and interact appropriately with them;
5. Gain confidence in dealing with challenging customers; and
6. Recognize the importance of proactively seeking out service opportunities.

## who should attend

Sales and Marketing, and Customer Service frontline personnel and supervisors of all industries



## resource person



**MS. ANAMARIA M. MERCADO** is the Program Director of Six Sigma Certification Programs at the Ateneo Graduate School of Business - Center for Continuing Education. She has over 15 years experience in the field of business development and management, particularly sales and marketing. She has handled products offered in retail consumer, office, and industrial markets, working initially as a sales representative and marketing analyst, and later as a business group head. She has worked with various customers and trade partners including distributors, dealers and retailers.

Over the last few years, Ms. Mercado has concentrated on full time training - facilitating courses in sales and its disciplines, customer service and Six Sigma.

Ms. Mercado has a degree in Business Economics and post graduate units in Professional Education from the University of the Philippines. She also has a Master's degree in Business Administration from the Ateneo Graduate School of Business.

## program content

- I. **Introduction**
  - A. Service excellence
  - B. A customer service mindset
- II. **Meet the customer**
  - A. Internal and external customer service
  - B. Types of customers
  - C. Customer expectations
- III. **Interacting with the customer**
- IV. **Dealing with challenges: Service recovery**
- V. **Telephone and email interaction**
- VI. **Personal effectiveness and professionalism**

## testimonials

*I learned a lot from this course. It opened my eyes to the possibility of being more customer-driven and focused.*

Faye Cabuhan  
Key Support / Helpdesk Manager  
The CCN Group Asia Inc.

*The resource person presented not just theories but real life scenarios that regular people can relate easily.*

Joann B. delos Santos  
Finance Analyst  
RJAUN Corp.

## complementary courses

### Service Excellence Series

**Service Quality**  
February 18 - 19, 2020

**The Art of Service Recovery**  
March 17, 2020