



### DATES

March 31, 2020  
Tuesday  
8:30 am - 4:30 pm

### PROGRAM FEE

Php 5,900.00 (Early Eagle Rate  
until March 17)  
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.*

## The Art of Service Recovery

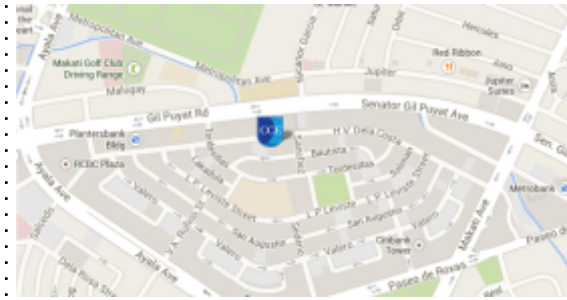
### Service Excellence Series

#### 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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April 10, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



technology, quality & operations management

# The Art of Service Recovery

## Service Excellence Series

 CENTER FOR CONTINUING EDUCATION

**“A person who commits a mistake and doesn't correct it is committing another mistake.” – Confucius**

**Customer's complaints are a valuable feedback mechanism that can help organizations rapidly strengthen products, service style, and market focus.**

**The Art of Service Recovery will help you learn methods to effectively handle complaints, transforming them into valuable consumer insights that will help your organization improve its processes, and in turn, be of better service to your customers.**

# The Art of Service Recovery

Service Excellence Series

## objectives

After the course, you will:

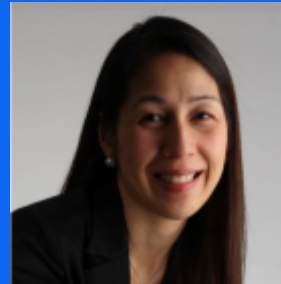
1. Appreciate the rationale for service recovery (in relation to service delivery and service quality);
2. Develop a philosophy to win customers back;
3. Understand the elements of a complaint;
4. Learn appropriate words and actions when dealing with difficult customers; and
5. Create an organizational framework and process for complaints handling and effective service recovery.

## who should attend

1. Sales, marketing, and customer service personnel, supervisors, and managers of all industries; and
2. Proprietors and entrepreneurs 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 to service recovery**
  - A. What is service recovery and why do we do it?
  - B. Customer lifetime value
- II. **Complaints dissected**
- III. **The dissatisfied customer**
  - A. Customer expectations
  - B. Categories of dissatisfied customers
  - C. Why customers complain and why customers don't complain
- IV. **The service recovery process**
- V. **Creating a service recovery system**
  - A. Identify service problems
  - B. Resolve problems effectively
  - C. Learn from the recovery experience
- VI. **Responding to written complaints**
- VII. **Preventing service breakdowns: Identifying service gaps**

## other topics in the service excellence series

### Service Quality

February 17-18, 2020

Study Service Quality at a strategic level, enabling you to design customer-focused methods in your processes.

### How May I Help You?

#### Customer Service 101 for Frontliners

June 1, 2020

As the first line of contact with customers, service representatives have a unique and challenging opportunity to influence customer perception and loyalty.

## about CCE

The Ateneo Graduate School of Business' (AGSB) Center for Continuing Education supplements the degree programs by addressing issue-specific industry concerns that require immediate, purposeful, and focused response. Ateneo CCE is an industry resource and partner, doing advocacy on emerging critical issues and convening interested entities so that together, they can tackle a common concern. Conscious of its vital role in society, the Center continuously improves its products and services in a creative, innovative and trend-setting way to address the changing needs of clients. Successful Ateneo CCE participants may earn elective units in AGSB MBA Programs.