



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Quality Management

ONLINE PROGRAM

THE ART OF SERVICE RECOVERY

November 22-23, 2021 | via ZOOM



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

- Sales, marketing, and customer service personnel, supervisors, and managers of all industries; and
- Proprietors and entrepreneurs of all industries.

OBJECTIVES

Successful completion of this module enables the participant to:

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

THE ART OF SERVICE RECOVERY

“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.

PROGRAM OUTLINE

I. Introduction to service recovery

- A. What is service recovery and why do we do it?
- B. Service recover and Customer Lifetime Value

II. The dissatisfied customer

- A. Levels of complaint reactions
- B. Categories of dissatisfied customers
- C. Why customers complain and why customers don’t complain
- D. Strategies to reduce complaint barriers

III. Complaints dissected

- A. A positive outlook on complaints
- B. Complaints – what are they?

IV. The service recovery process

- A. General steps
- B. Dealing with difficult customers
- C. Service recovery on social media
- D. Responding to written complaints
- E. Working with customers to prevent service failures

V. Creating a service recovery system

- A. Identify service problems
- B. Resolve problems effectively
- C. Learn from the recovery experience

RESOURCE PERSON



ANAMARIA M. MERCADO

Ms. Anamaria M. Mercado 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.

THE ART OF SERVICE RECOVERY

PROGRAM DETAILS

November 22-23, 2021
(Mondays & Tuesdays)
6:00 PM - 9:30 PM
via ZOOM

PROGRAM FEE

Php 5,000.00 (Early Eagle Rate until November 8)
Php 5,500.00 (Regular Rate)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Attendance
- Printed Certificate of Course Completion

REGISTER NOW!

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SCAN CODE
TO REGISTER



Experience
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