

CUSTOMER SERVICE IN RHYTHM

(By Dr. Allen Teh)

Customer Service, whether face-to-face or virtual, is all about *FEELINGS*. Customers stop coming and start to bad-mouthing your organisation because they feel hurt! On the other hand, when you take care of your customers' *FEELINGS*, they will remain loyal for life and will be your free advertisement.

The only way to stay in business and to stay relevant, is with *CUSTOMERS*. Customers' impression of the organisation is formed by employees - particularly by people on the front line. The people who work for you must ensure that customers' expectations are matched, and perhaps even exceeded, so that customers walk away feeling successful and happy with your service. Businesses need to learn how to attract them and keep them coming back. The transactional way of doing business must be replaced with customer relationship building.

Our 1 or 2 Days programme mixes fun with learning – because people learn the most and retain the most when having fun (Adult Learning Principle). We use various aspects of Rhythm and Music to provoke learning about customer service and to create the awareness on the importance of customers service. Our programme emphasises a deceptively simple but winning approach to customer service – that a relationship is at the heart of every transaction. This programme helps your employees to understand the values, skills, techniques and attitudes necessary to deliver the outstanding, legendary level of customer service you need in order to make sure your customers are fully satisfied – and don't switch to competition. Customers will eventually give positive feedback about your company wherever they go or whoever they meet. Not only will this translate into a positive and good image for your company in the eyes of the public, your employees will feel good that they have performed professionally and have received due recognition. They will then be motivated to perform even better in the future. So, everyone **WINS!**



Drums and percussions are also used in our programme to include fun and energy into training. At the same time, there is much learning about customer service using music as the learning tool.