

Managing Challenging Customers

HRD Corp Claimable Course

Trainer : Dave Yeogeswaran

Date : 28 – 29 July 2025 (Online)

Workshop Description

Managing customer relationships isn't always smooth sailing. With the competitiveness of the business environment, it is essential that difficult customers be managed well.

The Managing Challenging Customers & Complaints Workshop looks into outcomes where a customer is irate and has become difficult. This workshop explores situations service professionals face every day and how to manage irate customers without affecting performance and salvage the customer relationship and in the process enriching it with powerful Service Recovery actions.



Workshop Learning Objectives

- To understand the importance of managing difficult customers and exceeding customer delight.
- To develop key customer service communication skills.
- To identify the different possible customer types and how to handle them.
- To appreciate the different knowledge level of the customer.
- To learn specific methods to handle difficult customers.
- To pick oneself up after a blistering customer encounter.
- To implement and deliver service recovery to continue to lengthen the life-cycle of the customer.

Workshop Learning Outcomes

- Identify different customers' personalities and manage them effectively.
- Apply specific methods to manage difficult customers efficiently.
- Stay resilient and motivated even after a blistering encounter with difficult customers.

Who Should Attend?

- Contact Center Manager
- Team Leader
- Coach
- Evaluator
- Professionals
- Front Line Service Professionals



Day 1: 9:00 – 10:30am**Module 1: The Perception of Service in the Experiential Economy**

- The Evolution of Service Delivery Levels
- Identifying and Understanding Your Organization's 4 Levels of Service Quality
- Understanding Service Expectations of Customers

Activity: How can you apply for the Training SME's 4 Levels of Service within your organization?

10:45am – 1:00pm**Module 2: The Emergence of Dissatisfaction in Customers**

- Understanding the Customer Dissatisfaction Process
- What are the Causes of Poor Service?
- Recognizing the Triggers of Customer Dissatisfaction

Activity: Mapping your customer experience journey cycle

2:00pm – 5:00pm**Module 3: Understanding Difficult Customer Encounters**

- The 4 Customer Knowledge Levels
- The 5 Types of Customer
- What does the Customer Value?

Role-play activity on the 5 types of Difficult Customers

Day 2: 9:00 – 10:30am**Module 4: Understanding Customer Personality - DiSC**

- Know Yourself and Your Customers Profile Through DiSC
- The Ground Rules for Handling Difficult Customers

DiSC Self-Assessment / Self & Customer Profiling

10:45am – 1:00pm**Module 5: Competencies for Managing Difficult Customers**

- Effective Communication Requirements
- Leveraging on Empowerment to Initiate the Service Recovery Process
- 4 Building Rapport Techniques with Customers for a Memorable Customer Experience

Continue...**Module 5: Competencies for Managing Difficult Customers*****Discussion & Sharing topics:***

- 1) What forms your customer's first impression on you?
- 2) How long does it take to form a first impression?

2pm - 3:30pm**Module 6: Managing Difficult Customers**

- Understanding What Causes Conflict and the Stages of Conflict
- Dealing with Difficult Customers – The ADR Approach
- Vital Tips for Dealing with Angry and Emotional Customers

Activity: Applying the HEAT approach & ADR responses

3:45pm - 5pm**Module 7: Rebuilding Self Confidence After A Confrontation**

- "Don't Take it Personally" - Identifying Personal Fears and Taking Actions to Overcome Them
- The Psychology of Handling Difficult Customers – Repelling Negative Thoughts
- Developing the 5 Confidence Building Exercises

Activities:

- 1) Applying the Sling Shot Technique
- 2) Applying the Framing Technique





Dave is a Certified Professional Trainer from Western Kentucky University, USA, and a Certified Course Leader and Trainer for UP Your Service! – Achieving Superior Service by Ron Kaufman. Rooted in and emerging from the service industry, Dave is passionate about delivering value and obsessively determined to transform individuals, teams, and organizations to excel with the highest standards of a high-performance culture. With over 10 years of experience, he has trained and transformed hundreds of customer service agents and support staff, enabling them to excel in individual performance and deliver outstanding customer experiences, many of whom have received numerous compliments, awards, and recognitions within the organization.

After graduating as a Physiotherapist and becoming a certified Pilates practitioner, Dave kick-started his career by serving as a full-time teacher for a religious institution and as a youth leader. It was during this time that he discovered his passion for helping people be the best they can be, leading small groups, and supporting the institution's outreach efforts, fostering growth in individuals and groups alike.

Discovering his interest in the service industry, he ventured into the contact center environment as a customer care officer. Recognized for his potential, he was soon promoted to the role of a soft-skills trainer. Over the course of a decade, while supporting customers and gaining Learning & Development experience in a foreign telecommunications provider, he conducted more than 300 sessions, developing hundreds of individuals in various areas, including Customer Service and Care Fundamentals, Telephone Etiquette, Call Management, Upselling and Cross-selling, Effective Communication, Stress Management, Emotional Management, Emotional Intelligence, Influencing Negotiation, Analytical Thinking and Problem Solving, Assertiveness and Saying NO, Managing Challenging Customers, Call Back Failures, Zero Complaint Management, and many more.

In addition to his extensive service industry experience, Dave has ventured into various industries, including B2C and B2B sales, digital marketing, artificial intelligence, public relations, and media. He has had the privilege of collaborating with leading social media platforms and clients from around the globe, further enriching his versatile skill set. Dave also brings valuable experience from his time at TDCX, a BPO, where he managed various digital marketing, sales, and CX training programs for LinkedIn Account Directors, Client Solution Managers, Campaign Strategists, and Media Ops Specialists, supporting LinkedIn Marketing Solution initiatives.

Dave's diverse skill set also extends to digital learning experiences. He is an advocate of digital learning transformation, known for creating engaging and interactive e-learning content and videos. He has played a pivotal role in digitizing training strategies for organizations through the implementation of Learning Management Systems (LMS) and gamification, thereby enhancing the effectiveness of learning programs. His passion for training, equipping, and developing individuals earned him recognition as the Best Contact Centre Trainer in Malaysia (2018) by the Contact Centre Association of Malaysia (CCAM).

Dave's dynamism, charisma, and expertise are evident in his training delivery, which has not only transformed lives but also increased productivity and produced tremendous improvements in employee engagement scores within organizations. Having devoted himself to helping people discover and pursue their passions, Dave embodies the maxim:

"Discover your passion and push forward to pursue it. Your passion will keep your fire alive!"

Participant 1

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Email Address: _____
Contact No: _____
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Participant 2

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Participant 3

Name: (Mr/Ms) _____
Job Title: _____
Email Address: _____
Contact No: _____
IC No: _____
(for HRD Corp grant purpose, if any)

Human Resource / Approving Manager

Name: (Mr/Ms) _____
Email Address: _____
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