

## LEADERSHIP TRANSFORMATION SERIES:

Winning Tools for Leaders

Building Empowered  
Supervisory Team

## CUSTOMER SERVICE PROGRAMS:

The Service Image

Service from the Heart

## HIGH PERFORMANCE CULTURE PROGRAMS:

Building Self-Confidence

Success Begins With Me

Developing Winning Attitude

My Job My Pride

## BUSINESS SKILLS/OTHERS PROGRAMS:

Winning Tools for Effective  
Communication

Managing Expectation,  
Tasks, and Time

7 Innovation Tools

Problem Solving and Decision  
Making

Young Executive  
Development Program

Harnessing Excellent Individuals  
(Teambuilding)



## SERVICE FROM THE HEART (BANKING)

DELIVER AN EXCEPTIONAL SERVICE DIRECTLY FROM THEIR HEART.

## INTRODUCTION

Nowadays, it is no longer enough for an organization to just possess the most advanced technology in the industry. Today's companies also need to deliver excellent customer service experience to its clients. Customers usually remember and cherish the positive interactions that they have with the organization irrespective of how good or great the product, service or staff is. However, this can only be achieved if the staff attend to the customers' needs and desires with the required passion and deliver the excellent service from the heart.

In order to achieve this, the organization would need to focus its concerted efforts to enhance and sustain its service culture through continuous service transformation activities. The journey towards service transformation is demanding and requires continuous effort. Only then, the service culture excellence can be permanently embedded in the people and the organization. The purpose of this program is to further boost an employee's passion towards service excellence so that the employee can deliver outstanding service from the heart.

## TARGET GROUP

### A. MANAGERS      B. SUPPORT GROUP

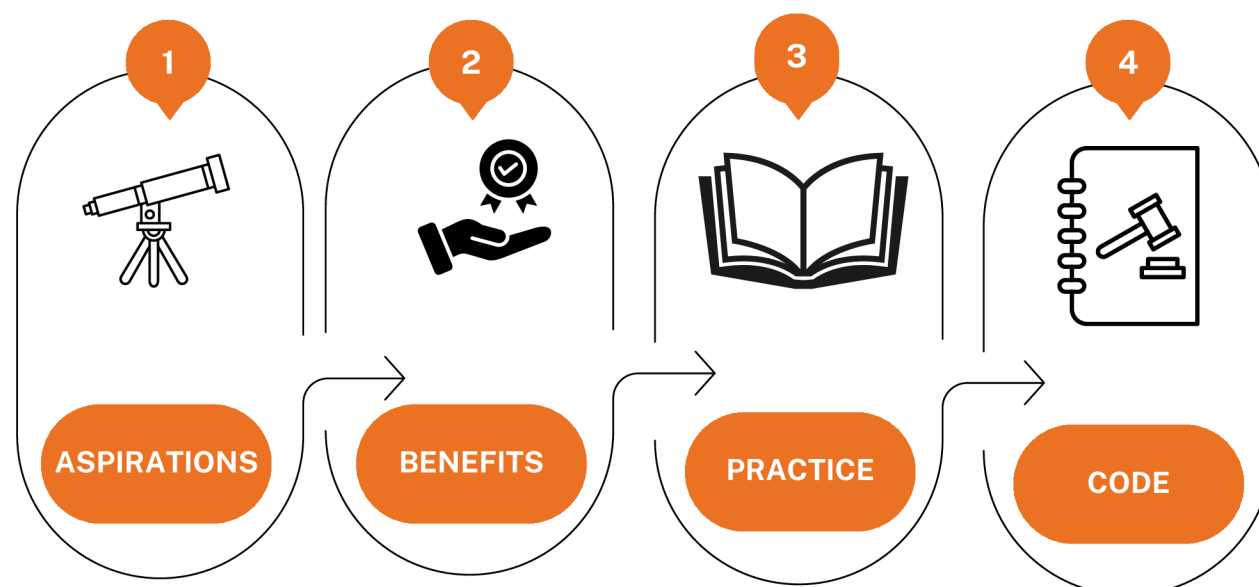
Service is not isolated to a single position. Every touchpoint with a client is an opportunity to provide service, and so this program is designed to for every member in the organization.

## OBJECTIVES

At the end of the session, participants will be able to achieve the following objectives (as per module):

- Uncover staff's strengths and weaknesses.
- Improve/enhance staff performance by utilizing the right tools
- Develop your staff more effectively

## PROGRAM MODULES



## SPECIAL HEARTFELT PRACTICE

Service Dimension	The 'Special Heartfelt Practices'	Service Outcomes
Politeness	1) The 'Ten Basics'	Courteous
People	2) Display Warm Hospitality	Caring
Process (Administration)	3) Share the Big Picture 4) Provide the Timeline and Update	Clear Communication
Par-Excellence (Being the Best)	5) Show Empathy 6) Strive to Resolve Problems 7) Go the Extra Mile	Compassionate
Products	8) Sell & Cross-Sell with Your Soul	Cross-Sell

## DOCUMENTATION

A combination of the following documents and folders will be given to program participants to engage them in their learning. Using these documents helps participants retain knowledge and apply the techniques learnt.

### 1. PROGRAM FOLDER & NOTES

- Notes on tools & techniques
- Guide to tools & techniques

### 2. CERTIFICATE

- Program certificate

### 3. PROGRAM JOURNAL

- Record personal notes on the individual journey of change and progress

### 4. TOOLCARD

- Handy card on techniques & tools
- Brief outline for easy recall

### 5. TOOLBOX

- Handy booklet on notes
- A simple guide to the tools & techniques

