



THE CUSTOMER SERVICE IN LOGISTICS

"Effective action comes from the right effort, if not the right way. Only with the right methodology can our actions have the greatest effect"

James Ngu, Trainer



Customer service management (CEM) is the solution of the combination of workflow and the process of managing customer relationships. With the CEM system, the company can rely on an automation system to reinforce human techniques. The loyalty of the customer is a valuable asset of the type of business and is important for successful companies. With the CSM system and applications, the companies can gather research and analyze information such as customer behavior. Through the information and the customer behavior, the company can design the procedure to retrain and develop a core customer base. In last, an organization with successful Customer Management can ensure the relationship between customers and the company is healthy to an extent its business. The overall goal of the course will increase sales and have good customer retention.

Mr. James Ngu obtained his Degree Certificate (Computing and Information System) from the University of Lincolnshire & Humberside at Lincoln, England in the year 2001. As a Licensed Custom Agent, he has been working in the Freight Forwarding and Logistics Industry for 20 years. As a founder of Amber Logistics, he successfully set up their internal customer service standards and delivery services process for the company. He holds:

- HRDC-certified TTT Trainer
- HRDC appointed as a subject matter expert for the Development of Industrial Skills Framework Logistics and Warehousing Industry
- IATA Cargo Introductory Certified
- Dangerous Goods Cat-6 Certified
- IMDG Certified
- UCP 600 Certified
- Kursus Ejen Customs Certified
- Licensed Courier Agent
- Licensed Customs Agent
- UNESCAP Certificate in MTO Freight Forwarding
- Certified master trainer of the ASEAN Federation of Forwarders Association

COURSE CONTENT

MODULE 1: What is Customer Service Management (CSM)

- What is Customer Service Management?
- Why does every business need Customer Service Management
- The omnichannel of CSM

MODULE 2: Foundation of Customer Service

- Key Element of Customer Service
- The principle of Customer Service
- The pillar of Customer Service

MODULE 3: What is Digital Customer Service

- The Digital Customer Service
- Key Factor for Digital Customer Service
- The journey stages of success Digital Customer Service
- Deliver Excellence Digital Customer Service

MODULE 4: The Fundamentals of Logistics Customer Service

- How customer service functions in Logistics Management
- The strategy of Customer Service in Logistics
- How to improve Customer Service in Logistics

MODULE 5: Principle of Customer Service and Organization Procedure

- Teambuilding and leadership exercise
- Identifying internal and external customer expectations
- Dos and Don'ts of written electronic communication
- Establishing customer service satisfaction measuring and monitoring standard
- Setting SMART goals for great customer service

MODULE 6: Create a Customer Service Management Plan

- Create new case
- Update customer
- Escalate the case
- Triage and resolve
- Case close

METHODOLOGY

The interactive lecture encourages responsive engagement with participants. Practical exercises and role-plays that is fun yet challenging with group discussions, brainstorming, reflection session, and active presentations.

LEARNING OUTCOME

By the end of the program, participants will be able to :

- Describe the practice of customer service provider
- Identify the components that promote customer retention and loyalty
- Deliver Customer Service Effectively
- Understand the importance of customer service and organization
- Define the internal and external customer expectations
- Able to set goals to increase productivity
- Utilize CSM techniques to increase job satisfaction



Who should attend

This program is designed for sellers, buyers, and logistics partners involved in local and international trade.

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