

THE HARDEST THING IN SERVICE - “HANDLING DIFFICULT CUSTOMERS & THE ART OF SERVICE RECOVERY SEMINAR”

30 SEPTEMBER 2010 AT STB AUDITORIUM
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RESULTS OF FEEDBACK FORMS

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
1a.	I gained new knowledge in this seminar.	2	2	0	0	61	73	21	25	0	0

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
1b.	I am able to apply the knowledge I have gained in my work.	1	1	0	0	61	73	22	26	0	0

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
1c.	The knowledge gained helps me to be more effective in my work.	1	1	1	1	61	73	21	25	0	0

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
1d.	The seminar has met my learning expectations.	2	2	1	1	55	66	23	27	3	4

1e. What are the key learning points and how do they value add your organization?

- Handling difficult customers.
- Why does my organization exist? (good reflection question)
- The dynamics of people, products, processes, environments & more.
- Don't treat same or equally but treat differently.
- Customer has a right and not customers are always right.
- One of the key learning points are to keep rising the bar of our service to match or even exceed customer's needs and expectations.
- He has shared many real-life examples which I find them extremely useful and relevant to my work.
- How to make difficult customer to become loyal.
- Anticipating customers needs/ wants/ desire so as to be able to assist them better.
- Learn how to deal with customer in different way.
- Service with a new mindset.
- Listening & Questioning
- I am motivated to serve my customer with dignity. There will be more happy customers and in turn add sales to my organization.

- Listening, Questioning.
- Listening skill
- Understand what guest actually wants.
- Be positive and do better problem solving.
- Listen & Question not only to customers but also my staff.
- Listening/ Empathy/ Maintaining dignity through difficult situations.
- How to deal with difficult customer & understanding them at the same time.
- Knowing how to communicate to the staff on service.
- To understand difficult people.
- Difficult customer gives us opportunity to improve for better.
- Difficult customers are not being difficult if we don't find them giving us any inconvenience.
- A new view of "what is service" & Understanding of "in service."
- The meaning of "dialog"
- Listen is the way to calm customers.
- Service staff needs to understand the ultimate purpose of their roles so that they'd do their job with dignity, shifting away from inferiority complex.
- To understand what my customer wants and know what their need is and hope to listen and give more solutions to my future guest.
- How to solve the problem with customer in critical time.
- What are the reasons for existence of difficult customers.
- What do they really want from service that will pacify them.
- We learn how to adhere to customers' needs and pacifying them.

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
2a.	The speaker was knowledgeable and informative.	2	2	0	0	41	49	41	49	0	0

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
2b.	The speaker was engaging and was able to retain my interest.	2	2	0	0	40	48	42	50	0	0

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
2c.	I will attend other talks by the same speaker.	2	2	0	0	45	54	34	40	3	4

No.	Question	SD	%	D	%	A	%	SA	%	Blank	%
2d.	The venue was appropriate and conducive to my learning.	1	1	1	1	55	66	27	32	0	0

General Comments/Feedback:

- It's great to obtain a lot of live examples to get better understanding.
- To share relevant customer complaints and discuss the solutions.
- Great speaker I have met so far!
- Will share the "experience" (the knowledge) within my organization; apply to work.
- Very engaging and a lot of real-life examples.
- Mr. Manoj Sharma changes my perceptive of service to a new dimension.
- Very good!
- Wish to attend other seminars.
- It was really good to learn more about service excellence & handle difficult customer. Really a good speech from Mr. Manoj Sharma.
- Can have more notes for us to get back for digesting.
- Handouts should have been black and white not in black background.
- Very good, more talk given by the speaker.
- Good summary of how difficult customers start to be difficult.
- Nice and positive dialogue.
- Smaller groups/ class would be more appropriate.
- Very good to attend next time.
- Good Job to Mr. Manoj Sharma. Thanks for the talk.
- Handout produced does not serve learners well.
- No space for note taking.
- Should be without background, the total black background did give space for writing.

3. What are some of the topics you would like Singapore Service Star to organize in the future seminars?

- Service Standard
- How/ Ways to upgrade our service level
- Listening Skills
- Service Standard
- Any topics
- How to add value to the organization or how to differentiate amongst competitors in the new age social making.
- How to motivate your staff/people?
- Mostly all.

- Service related topics.
- Strategies best in service industry.
- Mindset
- Mentality Reshaping
- How to reshape mindset/ people?
- Communication
- Ways to improving service and mindset of service staffs.
- Service excellence in world class organization.
- More on how to motivate staff to practice good service.
- Leadership, team building.
- Topics on how to make our guest's experience more memorable and remarkable. Make their first impression last and gain loyalty from them.
- Different ways to give extra miles to our guests.
- Help customer service personnel to stay balance as they go about handling difficult customers, i.e. help them prevent the build-up of negative energy.
- How to tune ourselves, service providers, to the changes of customers' expectations.

No.	Question	Yes	%	No	%	Blank	%
4.	Can we use your comments and/or feedback in any promotional materials for our future talks/seminars?	53	63	6	7	25	30

Total pax attended: **110**

Total Feedback Forms Received: **84**