

Case Study Two

Customised Training and Development

A customer satisfaction workshop for senior management.

KCOM Management Sdn. Bhd. is one of Malaysia's leading business-to-business management training providers. They provide cross industry/sector development for corporate executives and senior management. Their programs are researched and developed through their business intelligence, responding to current trends and focusing on the corporate world. They provide programs for benchmarking, ROI, Best Practices and many other subjects. All of their programs are well researched and conducted in five-star hotels, both nationally and internationally, delivering workshops and conferences throughout Malaysia, Singapore, United Arab Emirates, Saudi Arabia, Indonesia, Thailand and the Philippines.

KCOM's market research had identified a growing requirement amongst senior management for information and advice to help them address the increasingly important challenge of customer satisfaction management in their businesses.

Managers wanted to learn how to exploit new strategies and tactics of customer satisfaction management as a critical tool for achieving competitive advantage and business success.

After a comprehensive review of potential providers, KCOM invited Customer Satisfaction UK to design and deliver a development workshop.

Following thorough consultation with KCOM, we developed an intensive two-day interactive workshop, focusing on the role of strategic customer satisfaction at the heart of a business. It was responding to the profiles of attendees from senior management from many leading Malaysian businesses, including banks, government departments and public utilities.

The workshop was designed to provide high-level participants with the practical knowledge and understanding enabling them to plan, implement and overview effective strategies and methodologies for customer satisfaction development in their businesses.

It was delivered at a prestigious hotel in the heart of Kuala Lumpur's vibrant business district. Listening to participants during the delivery of this workshop, it became clear that there was a greater diversity of needs than anticipated, and a wider range of roles amongst the attendees, from very senior management to relatively junior front line staff.

We were able to respond to this realisation, and ensure we remained on track, by modifying the programme overnight and introducing new elements to satisfy the different needs of these diverse participants. These elements included interactive sessions for exchanging experiences between different organisations and levels of management, discussing problems and solutions, learning from each other and adopting practical techniques, which attendees could take away to apply in their own organisations.

The efforts were much appreciated by the KCOM team and the Conference Development Manager wrote to say:

"I am glad the workshop was delivered to plan and I must thank you for your dedication and commitment to making it success".