



RURAL BANKERS RESEARCH AND DEVELOPMENT FOUNDATION, INC.

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Championing The Bank Clients' Needs. *A Customer Service Training*

Date: Oct. 23-24, 2014 (Thursday-Friday)

Venue: Gov. Licaros Hall, RBAP, Intramuros, Manila

Time: 8:30am to 5:30pm

Resource Person:

Ms. Myleen A. Bundoc

A Trainer and a Consultant for Banks, Government Offices, Insurances, and Manufacturing delivering programs in Sales, Marketing, Quality Work-Life Balance, and Customer Service. Been with Commercial Banking, both foreign and local held the positions as Trainer and HR, Sales and Marketing Specialist.

Seminar Fee:

1. **Early bird** – P4,200 (on or before Oct. 10)
2. **Regular Rate** – P4,600 (After Oct. 10)
3. **Non-Member/Delinquent** – P5,520

Mode of Payment

- ✓ A Non-Refundable commitment fee of P2,300.00 per participant.
- ✓ Bank account (**LBP – Intramuros Branch Savings Account Number 0012-1046-26**).
- ✓ Proof of payment fax to (02) 527-2980.
- ✓ **Check payments, should be payable to (RBRDFI).**

Training Policies:

1. Reserve first with RBAP-RBRDFI your training slot, and wait for RBAP-RBRDFI confirmation of your reservation. Thereafter, you may deposit the Registration Fees, book ticket (airline) and secure accommodations.

RBAP-RBRDFI will not be responsible for any damage caused by unconfirmed reservation (s).

Likewise, once training is FULL, RBAP-RBRDFI has the right to refuse participation or reimbursement on any damage brought by unconfirmed reservations.

Deadline for submission of registration is not later than **October 20, 2014**.

1. Reservation via telephone conversation is accepted. However, Registration Form and fee must be settled 10 days prior the seminar date or **October 13, 2014**. Otherwise, reservation is considered cancelled.

2. Cancellation Policy: - This will apply to non-subsidized training fee.

- a) 10 days prior the seminar date is entitled for a full refund. *Regular Rate only
- b) 3 days prior to the seminar date is entitled for a half refund * Regular Rate only
- c) Participants who have paid but failed to show up for the seminar will only be entitled to a rebate of 50% of the total registration fee. (Regular Rate only)
- d) For special cases (health, accident etc.), kindly coordinate with RBRDFI staff for refund procedures and requirements.

Seminar Methodologies

- a) Role playing using the scripts
- b) Critiquing
- c) Structured learning experiences- local scenarios
- d) Group discussions and
- e) Lecturettes

Expected Participants

President, Branch Manager, Front Officer, Tellers, Loan Officers, and Marketing Officers /Staff.

I. Objectives

Excellent Customer Service is not an optional, but a must. Neither is it one-time nor occasional, it should consistently delivered by all in the organization (Bank). It is a sure way to identify potential cross-sales and it identifies potential causes of costly problems.

At the end of the seminar –workshop, it is expected that the participants:

* Revisit their role/s in the bank and why this is important in the overall vision and mission of the bank.

- Define Customer Service and Excellence and how they impact the organization and their customers.
- Identify their customers whether internal or external.
- Discuss the profile of their customers at their bank (traits, needs and basic expectations)
- Verbalize why Customer is the King and King of the bank.
 - Customer is the lifeblood of the organization
 - Customer satisfaction spells business success

Course Outline

- Introduction : Vision and Mission of the Bank
 - *Revisit the very reason why the Bank exists and re-instill awareness of why their positions exist.
 - *Show the connection and application of the Mission and Vision into their daily lives in the bank.
- Customer Service
 - *The 5 facts about customer
 - *Who are your customers?
 - *Why do customer quit?
- Attitude
 - *10-item Customer Service Attitude Survey
 - *What is Attitude?
 - *What is Paradigm?
- Listening
 - *Listening, a Customer Service Skill
 - *Listening Activity Through Emphatic Listening Exercise Triads : speaker, listener (feeling) listening (content)
- Excellent Customer Service
 - *How does it apply to each one of us?
 - *Four steps to Customer Service Excellence, a STAIRWAY to heaven.

*Going up the stairway.

- Handling Complaints
 - *Reasons why customers complain and what they do.
 - *Facts about necessary in handling complaints.
 - *Facts about angry /complaining customers.
 - *Taking the HEAT.
- Wrap Up.
 - *Summary of the program
 - *Action Plan



CONFIRMATION SHEET
Championing The Bank Clients' Needs.
A Customer Service Training

October 23-24, 2014 (Thursday-Friday)

For your reservation, coordinate to RBRDFI Training Officers Mr. Ace M. Calang /Ms. Grace Dimapilis / Ms. Jesica Cepeda Contact details: (02) 527-2969, 527-2980; 09178374604; 09178374603; 09178374599

Emails: training@rbap.org, gracedestira@gmail.com jescepeda.rbap@gmail.com

Name	Designation	Nick-name	Degree and Year Graduated
1.			
2.			
3.			

(Printed Name and Signature)

Date: _____

Designation: _____

Rural Bank : _____

Telephone: _____

Province : _____

Mobile phone: _____

Address : _____

Email address: _____