



# RURAL BANKERS RESEARCH AND DEVELOPMENT FOUNDATION, INC.

## SCHEDULE

**Date:** Feb 26-27, 2018 (Mon-Tue)

**Venue:** Licaros Hall, RBAP, Intramuros,

**Time:** 8:30am to 5:00pm

## RESOURCE PERSON

**Geraldine Andrews –Casus**  
Bank Trainer –Consultant –  
Facilitator for Image  
Management & Customer  
Service

## SEMINAR FEE

**1. For Member - P3,800/per person**

**2. Non-Member/Delinquent – P4,200 / per person**

## MODE OF PAYMENT

Check payable to:

**Rural Bankers Research & Development Foundation Inc.**

Non-Refundable commitment fee of P1,600.00 per participant.

Bank: LBP – Intramuros, Branch  
Account Name: RBRDFI  
SA No. 0012-1046-26.  
Telefax (02) 527-2969 /527-2980

## EXPECTED PARTICIPANTS

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

## DEADLINE TO SUBMIT

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

### Course Overview

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.
  - o Customer is the lifeblood of the organization

### 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.
  - \*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