



সেবাই অঙ্গিত, সেবাই অঙ্কুর
সেবাই তেয়ার পরিসর।
- মো: আকবার হাসান



Date: 29th -30th Nov 2012

Training on: "Customer Service & Service Excellence"

Participants with Chief Resource Person

Conducted by: BRIDDHI -A Seat of Professional Learning



Training on : *"Customer Service & Service Excellence"*

Company Name : IDLC Finance Limited

Participants : 25 in Number

Held on : 29th – 30th November 2012 (9:00 am – 6:00 pm)

Venue : BRIDDHI Training Institute, Dhanmondi, Dhaka

Introduction:

***"Customers in the Business World are Circulating Blood,
Otherwise the Business will be Bleeding White"***

The Organizations are increasingly coming to look at the customer service as a vital means of gaining competitive advantage. Competition has become more intense, markets have become more sophisticated and as a result customers become more demanding. Customer is boss who feeds us; he or she should be handled with care. Where there is customer, there is business. The customer is the one who make the business lively, if they abandoned the survival / existence will be in question. So the customer in the business world is circulating blood otherwise the business will be bleeding white.

In this stage of business, where competitiveness and price war is in extreme, customer service can help us to retain in business. If we ask any of the businessmen, do you provide customer service to your client? They will immediately reply that they do, if you further ask how? They will be stammering to specify. The expectations of both by the Customers and the Service Providers are geared to the development of customer service or customer care in an organization. The outcome is being desirable by all.

BRIDDHI conducted a customaries training for IDLC Finance Limited. The objectives of the training were to understand the customer care to recognize the trends and demonstrations in a clear & practical way to develop and sustain as customer focused. This training has given great emphasis to the strategic aspects of customer service, gaining commitment, listening to customers, developing customer care ethics and staff motivation in ensuring successful results.

Methods & Approaches Used:

Methods & Approaches (Before Training)

- Focus Group Discussion (FGD)
- Questionnaire Survey
- Personal Interviews
- Success Stories
- Observation Methods

Methods & Approaches (During Training)

- Participative Approaches
- Lecture Methods
- Power Point Presentation
- Theories & Practical Application
- Exercise Session
- Case Study
- Related Video & Movie Shows

Topics Covered:

- Customer Service
 - There is no Finish Line
- Customer Service Leads to Market Growth
 - Increase your Market Share
- Be Customer Focused ... Five Steps Required
 -Be Competitive
- Etiquettes in Customer Service Management
 -Learn the Rules to Retain in Business
- Customer Oriented ... Requires Relationship Mgmt.
 - ...Serving to Create Relation
- Exceptional Customer Service
 - The Secret Weapon
- 8 Trends of Customer Service
 - Create Difference
- 8 Rules for Good Customer Service
 -Act to Sustain in Business
- Dealing with Different Kind of Customers
 -Be a Professional Service Provider

Participants of IDLC

01	Sk. Moinul Hassan	Manager
02.	Md. Ashiqur Rahman	Manager
03.	Adnan Rashid	Manager
04.	Tapos Kumar Roy	Assistant Manager
05.	Md. Abdullah-Al-Mamun	Assistant Manager
06.	Mohammed Areful Islam	Senior Executive Officer
07.	Md. Mehedi Hasan	Senior Executive Officer
08.	Md. Shajed-Al-Haque	Senior Executive Officer
09.	Abdur Razzak	Senior Executive Officer
10.	Avijith Barua	Senior Executive Officer
11.	Khan Muhammad Faisol	Senior Executive Officer
12.	Al Mamun Russel	Senior Executive Officer
13.	Tito Proshanta Rozario	Senior Executive Officer

14	Md. Arifur Rahman	Senior Executive Officer
15	Mohammad Samiul Alam	Senior Executive Officer
16	Adnaan Jamilee	Senior Executive Officer
17	Md. Sharif Hossain	Assistant Officer
18	M. Muntasir Adnan	Assistant Officer
19	Md. Habibur Rahman	Junior Officer
20	Reaz Hassan Awwal	Senior Executive Officer
21	Farzana Nargis Faruquee	Assistant Manager
22	Mehedi Mahmood Khan	Assistant Manager
23	Somiun Bashir	Executive Officer
24	Md. Mostafizur Rahman	Executive Officer
25	M Kamrul Hasan	Senior Executive Officer

Profile of Lead Resource Person:



Md. Akbar Hassan - CEO & Managing Director, Chief Resource Person & Chief Consultant of BRIDDHI. Conducted more than 550 (approximately 12,000 participants) exclusive training on different topics as Lead Resource Person amounting. OD specialist. Created more than 850 Training Video Clips on different areas in Bangla & English on Bangladesh context. These rich archives couples in disseminating knowledge to get the essence of real life experiences. Lead consultants on Garments & Textiles and Industrial arena.

He served in Senior Management Position in Philips Bangladesh Ltd. (MNC), Youngone Corporation (MNC), and Mobil Oil Bangladesh Ltd. USA (MNC). More than 18 years of experience in corporate world.

MBA from IBA, Masters in Public Administration from University of Dhaka. Visiting Faculty Member of BRAC University, Institute of Governance Studies IGS, IUBAT and BIFT. He presented many papers in many seminars including BATEXPO. Resource Person of many Institutes like, DCCI, MCCI, BPATC, BIBM, Academy of Planning Commission, etc. Resource person of CIPS (The Chartered Institute of Purchasing & Supply). International Procurement and Supply Chain Management (IPSCM) of ITC/UNCTAD/WTO, Geneva, Switzerland. 13 years of experience as Resource Person.

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