



মানুষের মেধার কোন ক্ষয় নাই,
মেধা ও শ্রমের মিলনেই সৃষ্টি (সফলতা)।
- মো: আব্বাস হুসান



Date: 11th - 12th January 2013



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

Participants of IDLC (CRM Division) with Chief Resource Person

Conducted by: **BRIDDHI - A Seat of Professional Learning**



Training on : **"Customer Service & Service Excellence"**
Company Name : IDLC Finance Limited (CRM Division)
Participants : 25 in Number of IDLC
Held on : 11th - 12th January 2013 (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.

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 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

Topics Covered

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
- Related Video & Movie Shows

- 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	Mr. Raiyan Rakib	Assistant Manager
02.	Mr. Md. Shazzadul Karim	Senior Officer
03.	Mr. Kamrul Khaled	Officer
04.	Mr. Md. Zahid Hossain	Junior Officer
05.	Mr. Md. Imam Hossain	Junior Officer
06.	Ms. Bushra Ferdous	Junior Officer
07.	Ms. Shanzida Kabir	Junior Officer
08.	Mr. Md. Maktubur Rahman	Junior Officer
09.	Ms. Ishrat Jahan	Junior Officer
10.	Mr. Omar Faruque Bhuiyan	Assistant Manager
11.	Ms. Laila Arjumand Banu	Executive Officer
12.	Mr. Md. Sayed Ahsan	Senior Officer
13.	Mr. M A Munim Ratul	Senior Officer

14	Mr. Md. Sahadat Hossain	Officer
15	Mr. Ossaed Ahmed	Officer
16	Mr. Md. Shah Alam	Assistant Officer
17	Mr. Syed Shahjalal	Assistant Officer
18	Ms. Sultana Razia	Assistant Manager
19	Mr. Md. Manzurul Alam	Assistant Manager
20	Mr. Md. Golam Morshed	Executive Officer
21	Mr. Md. Sayeed	Probationary Officer
22	Ms. Shahanaz Sharmin Deebea	Junior Officer
23	Mr. Imran Parvez	Assistant Manager
24	Mr. Biswajoti Sen	Assistant Manager
25	Mr. S. M. Imran Khan	Senior Executive Officer

Profile of Lead Resource Person:



Md. Akbar Hassan - CEO & Managing Director, **Chief Resource Person & Chief Consultant** of **BRIDDHI**. Conducted more than **650** (approximately **14,000** participants) exclusive training on different topics as Lead Resource Person amounting. OD specialist. Created more than **900 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.

Contact Address:

BRIDDHI – Industrial & Marketing Consultants

Road No.8/A, House No. 72, Dhanmondi R/A, Dhaka -1205 Bangladesh

Tel: 8120484, 9133167 Cell: 01713-457021 01819- 218044 Fax: 88 02 8120 484

E-mail: info@briddhi.org akbar@briddhi.org www.briddhi.org www.youtubebriddhi