



**YOUR
SERVICE!®**

CATCH *RON LIVE!*



Writing Back!

**Increase customer
loyalty with effective
written response**

A practical, hands-on workshop with Ron Kaufman to build your skills...and keep your customers coming back!

For Customer Service Professionals!

28 & 29 May 2009 (Session 1)

22 & 23 October 2009 (Session 2)

9am - 5.30pm • Grand Millennium Hotel Kuala Lumpur

Space is limited – Sign up now! HRDF- SBL Claimable

Organized by



Writing Back!

Increase Customer Loyalty with Effective Written Response

“Writing Back!” teaches you to easily and effectively respond to customer complaints and compliments, achieving service recovery when things go wrong, and increasing customer loyalty – always!

Customer loyalty and “positive word of mouth” are essential keys to building your brand, and maintaining a winning edge.

This intensive two-day workshop is designed and conducted by Ron Kaufman. The course is guaranteed to improve your reputation and increase customer delight.

Customers do complain.

Customers who take the time to complain are often badly treated. They are considered irritants, aberrations, “pain-in-the-necks” to be quickly handled ... and just as quickly forgotten.

Responding to complaining customers is often delegated to ill equipped administrative staff, or taken on by senior managers who spend inordinate amounts of time writing labored letters of apology and explanation.

Both groups lack proper training. Writing back to an upset customer is a golden opportunity to succeed with service recovery and build even higher levels of staff and customer loyalty.

Customers compliment, too!

While letters of compliment are certainly more comforting to receive, they are rarely answered in a manner that boosts customer loyalty and increases the likelihood of even more “positive word of mouth”. In some organizations, letters of compliment are not answered at all.

Once again, lack of proper training is behind this missed marketing and public relations opportunity.

The two-day “Writing Back!” workshop will build the skills you need to quickly and effectively

Key Learning Objectives:

“Writing Back!” is a highly interactive workshop. Participants work in pairs and small groups, crafting excellent replies to selected complaint and compliment letters.

Master the style and skillful use of Ron Kaufman’s ‘10-point response outline’ for replying to customers, partners and colleagues.

The workshop is not a grammar class, nor a course in fundamentals of sentence construction. This is an effective course on what to say, what not to say, plus why and how to say it!

“Writing Back!” includes two pages of assigned reading. This brief homework is reviewed and applied on the morning of the second day.

“Writing Back!” Course Outline

Introduction & Review

- Your experiences in “Writing Back!”

Who invests the time to write?

- A realistic review of customer profiles
- What do these customers really want?

Understanding Complaints & Compliments

- Welcoming suggestions & recommendations

What are complaining customers worth?

- What value can they contribute?
- How can they help you improve?

Understanding “positive word of mouth”

- Calculate the “lifetime value of a loyal customer”

Recognizing Customer “Value Dimensions”

- Discover what your customer values most

Identifying Your Ongoing Improvements

- How and why to highlight your commitment

Everyone Loves a Compliment!

- Mastering the ‘10-point response outline’
- Empowering your service ambassadors

How to Love “Complainers”, too

- Applying the ‘10-point outline’ to complaints

The “Jamaica Rule”

- Avoiding difficulties and legal liability

Building a Culture for “Bouncing Back”

- Following through for customer delight

Workshop Graduation

- Evaluation and Certificates of Participation

Proven techniques to Increase Customer Loyalty!

Key Learning Benefits

- **Reply** effectively to angry and upset customers
- **Restore** customer's trust and good-will
- **Gain** additional loyalty and "positive word of mouth"
- **Avoid** legal liability in your letters
- **Use** complaints as tools for improvement
- **Leverage** compliments to boost staff morale
- **Apply** what you learn in writing, in person and



Meet Ron Kaufman

Ron Kaufman is an internationally acclaimed educator and motivator for superior service partnerships and uplifting customer service.

He is author of the bestselling book series "UP Your Service!" and "Lift Me UP!" and is the founder of "UP Your Service College".

Ron works with committed organizations around the world, helping them to achieve superior service, increase customer loyalty, build strong service partnerships and create winning service cultures.

Ron's articles, video and audio segments are available at

Why You Should Attend

Thousands of participants in government agencies, banks, airlines, insurance companies, hotels, retail outlets, manufacturers, hospitals, and other industries have benefited from this dynamic course. Now you can, too!

"No one ever won an argument with a customer. This class showed me how to avoid arguments from the beginning, and how to make my company and my customers into real winners!"

– Cycle & Carriage

"I came to this seminar with skepticism. I leave a convert. You made me realize how my pen, paper and some consideration can go a long way towards profitable service recovery."

– Prada

"Most practical and useful. Can be put into practice immediately."

– Singapore Airlines

"The seminar did not drum into me the importance of crafting effective letters. It convinced me."

– Hewlett-Packard

"One of my staff attended the seminar on Writing Back! I must thank you for your fine guidance. She has improved tremendously!"

– Giordano

Millions have been educated and motivated by Ron's high energy speeches and interactive workshops.

Ron's many repeat clients include government agencies, multi-national corporations and industry associations in financial, professional and medical services, high technology, manufacturing, retailing, hospitality, tourism and transportation.

Ron is a graduate of Brown University, USA with post-graduate studies in France, London and Berkeley, California.