

সেবায় হাসি আনে  
অঙ্করে আনে স্বস্তি,  
ইহাই তোমার চাৰিকাঠি  
শ্ৰেণী হ'বে সৃষ্টি।  
-মো: আব্বাৰ হুসান



Date: 23rd – 24th November 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** : 23<sup>rd</sup> – 24<sup>th</sup> 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 care and 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 or the buyers 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 you to retain in business. If you 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 care, gaining commitment, listening to customers, developing a customer care ethics and staff motivation in ensuring successful results.

## Tentative 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.	Md. Ashaqr Rahman	Assistant Manager
02.	Md. Enamul Hoque	Senior Executive Officer
03.	Shamima Nasrin	Senior Officer
04.	Md. Anisur Rahman	Assistant Officer
05.	Md. Atikur Rahman	Assistant Officer
06.	Abdur Rahman	Assistant Officer
07.	Asif Mohammad Jaber	Junior Officer
08.	Dipal Kumar Saha	Junior Officer
09.	Md. Navid Alam	Junior Officer
10.	Kazi Ashrafuzzaman	Junior Officer
11.	Md. Kamal Hossain	Senior Officer
12.	Md. Shamsuzzaman	Officer
13.	Palash Talukder	Officer

14.	A N M Rafiqul Islam Khan	Officer
15.	Syful Azam	Officer
16.	Md. Showkat Ali	Officer
17.	Md. Jaman Al Asad	Assistant Officer
18.	Md. Jahangir Alam	Assistant Officer
19.	Md. Murad Hossain	Assistant Officer
20.	Mafijul Hasan	Assistant Officer
21.	Shah Md. Mahbub Alam	Assistant Officer
22.	Modasser Ahmed Moheb	Assistant Officer
23.	Nazrul Islam	Assistant Officer
24.	Gous Kutub Uddin Ahmed	Assistant Officer
25.	Mohammad Asraf Hossain	Assistant Officer

## Profile of Lead Resource Person & Consultant:



**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.

### Contact Address:

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