

A blue-tinted photograph of several call center agents wearing headsets, working at their desks. The image is used as a background for the text overlay.

scicomacademy

**100% HRDC**

**CLAIMABLE CUSTOMER SERVICE COURSES**



# WELCOME

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At Scicom Academy, our main focus is to help employees in developing their knowledge and skills to create a well-informed, dynamic, and highly motivated workforce capable of adding value to their organisations.

Having adapted well to the new norm of training, we continue to deliver all our trusted classroom training programmes via our online learning platform while paving the way for distance learning and on-demand solutions.

With the opportunity to work hand-in-hand with our clients, we will identify all the training needs and deliver long-term organisational competency training programmes that will meet the strategic objectives of the organisation.

Through our robust training solution, we are determined to bridge the knowledge gaps within the organisation and work towards helping the organisation to be more resilient in the process.





# WHY TRAIN WITH US

We are one of the world's best outsourcing service providers as listed in IAOP's The Global Outsourcing 100 and have served many of the world's leading brands.

We take the time to understand your company's learning needs to develop training solutions that satisfy your business objectives.



Scicom Academy is a HRDCorp Registered (Class A) Training Provider



Our online training courseware is HRDCorp Claimable

## Our Approach

Our accelerated learning approach promotes fast-track learning and is proven to improve knowledge retention.

All of our programmes are activity-based learning and provide participants with the opportunity to learn at their own pace with engaging interactions and quizzes.

## Course Content Experts

With years of practical industry experience with extensive subject matter knowledge, our courses are designed and developed by field experts who understand and strive to meet the different learning needs of the participants.

## Your Scicom Certificate

Upon successful completion, your employees will receive a certificate.

Gaining a Scicom Academy certificate is a mark of expertise, quality and integrity.



## WHY TRAINING IS IMPORTANT

**83%** of companies feel that staff are the key to maintaining a competitive edge

**45%** of staff feel more motivated if their organisation invested in skills training

**x2.5** Businesses are 2.5 times more likely to fail if they don't train their staff

## TURN OUR EXPERTISE INTO YOUR EXPERTISE

**11,622** courses taken in the past two years

**24x7x365** Scicom serves clients round-the-clock, so we know what businesses want and understand their needs

**5-time Winner** Awarded Employer of Choice by the Malaysian Institute of HRM (MIHRM) for 5 consecutive years

**Top-Tier** ranking on the global certification for best practices, awarded by SCP (Service Capability & Performance) Standards

● ● ●  
**WITH YOU  
EVERY STEP  
OF THE WAY**

● ● ●

# THE RIGHT METHOD FOR YOU

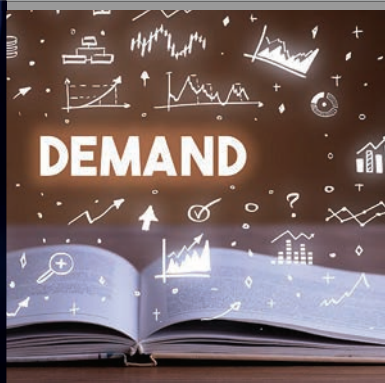
We offer training via on-demand learning and distance learning to suit individual needs:



## Flexible Online Learning

Gain a certificate at your convenience.

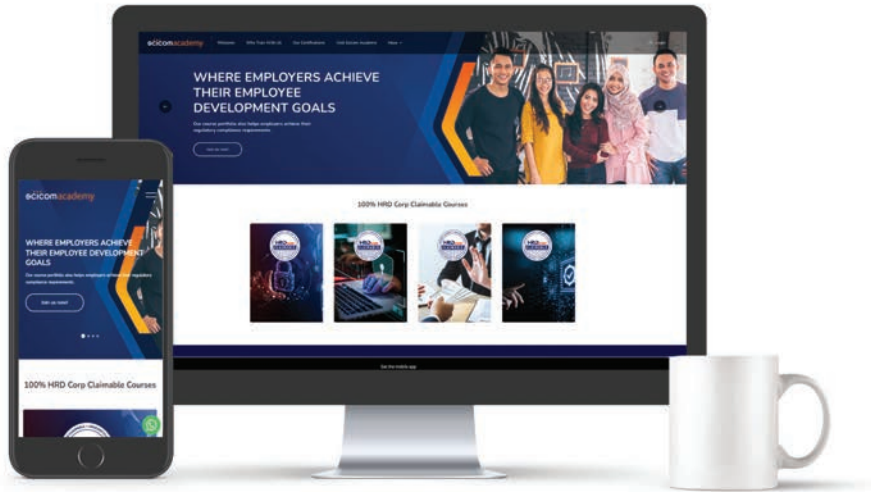
Distance learning is cost-effective and puts the learner in control and fits their learning around their work and home life.



## On-demand learning

Available on-demand 24x7, anywhere and at any time.

Through our customisable micro-learning modules, our courses contain a wide range of videos, recordings, and additional reading resources that are accessible to all participants at their own pace, anytime, anywhere.



# VALUE PROPOSITION

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Scicom Learning Management System (SeLMS)



## Cost Saving

Companies save a substantial amount on travel and accommodation, printed training materials and site rental fees. Employees are not required to leave their jobs to attend training.



## Scalable & Customisable

Our online training programmes can be scaled up to reach as many employees as possible. It is also customisable, with a modular design that provides a variety of content and layout options.



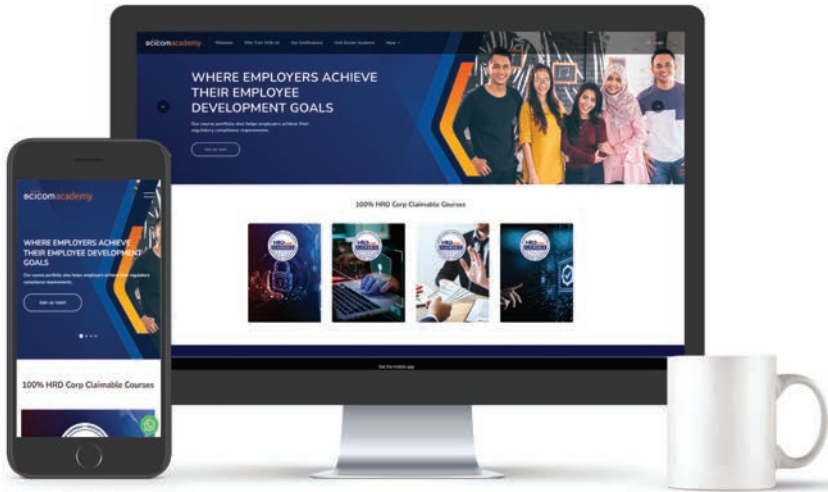
## Consistent Training Delivery

Employees will experience the same high-quality training on any electronic devices such as desktops laptops, smartphones and even tabs.



## Efficient

SeLMS is effective and allows complete overall control of administration, content management and participants' feedback.



# VALUE PROPOSITION

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Scicom Learning  
Management System (SeLMS)



## Increase Productivity & Performance

Employees will have continuous access to key resources from any location, at any time. Through our engaging and interactive programme content, employees will be able to remember information and apply it at work.



## Bespoke Training Programmes

We develop bespoke corporate training programmes that are tailored to our client's needs and overall business goals.



## Increase ROI

Training employees will enhance their performance which will enable them to provide excellent service that improves the organisation and their relationship with customers.

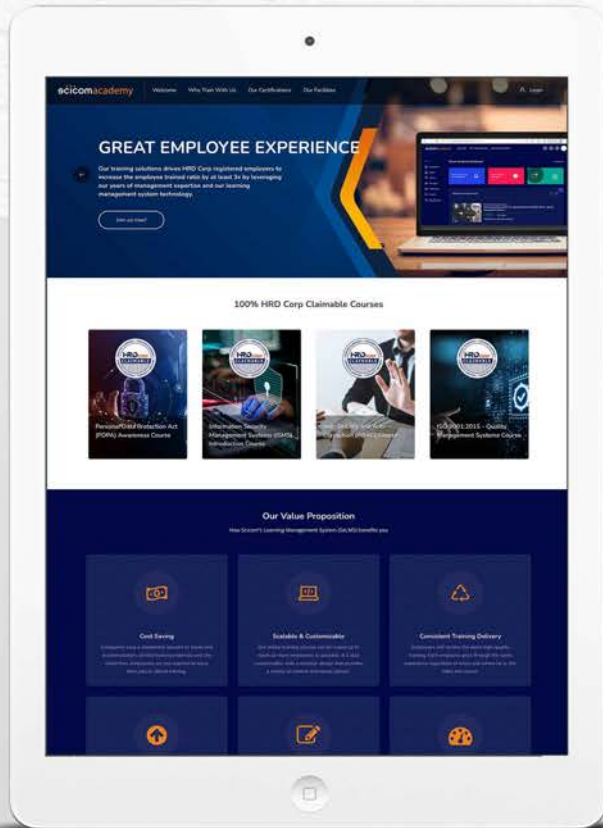


## Reporting & Dashboard

We develop customised reports & dashboards based on clients' requirements.

# SeLMS LOOK & FEEL

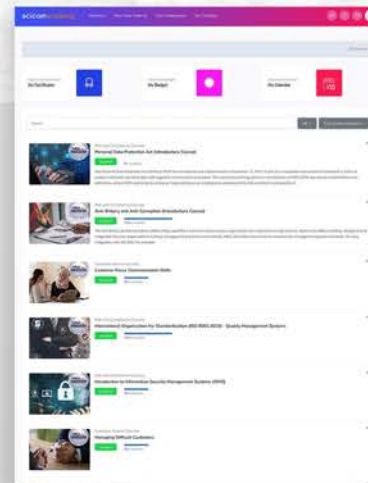
Homepage



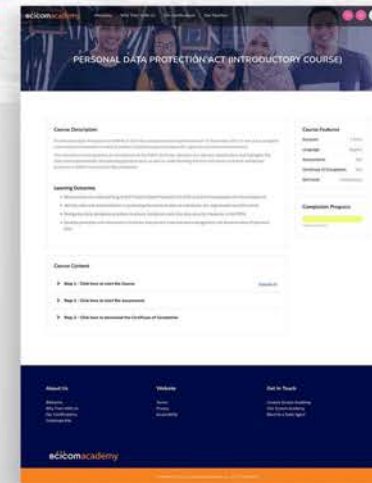
Login Page



Dashboard



Course Page



Courseware

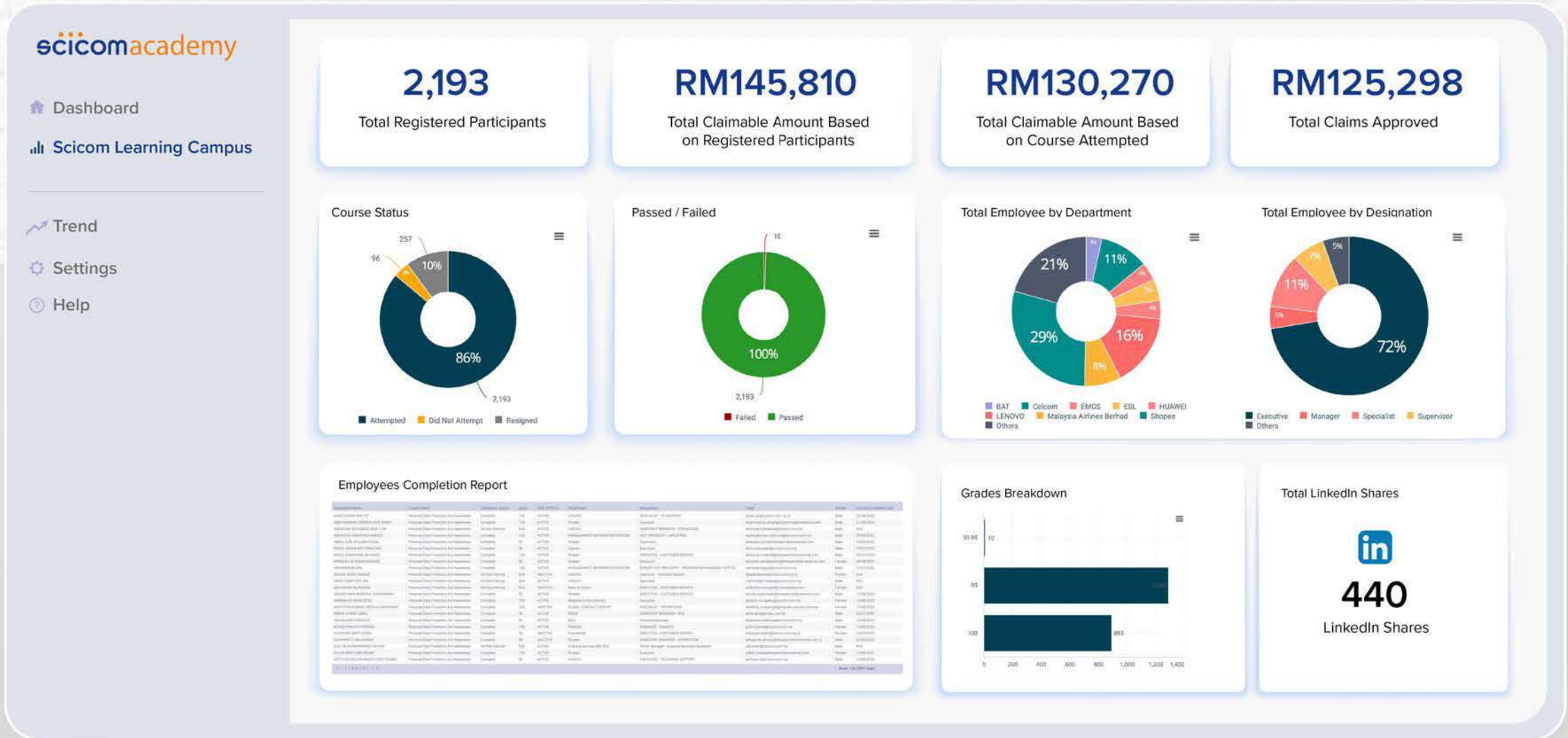






# REAL-TIME ANALYTICS & DASHBOARDS

Our learning management system includes real-time analytics and dashboards, granting employers the ability to track their employee performance and progress with ease and in a single view



# SCICOM CERTIFICATIONS

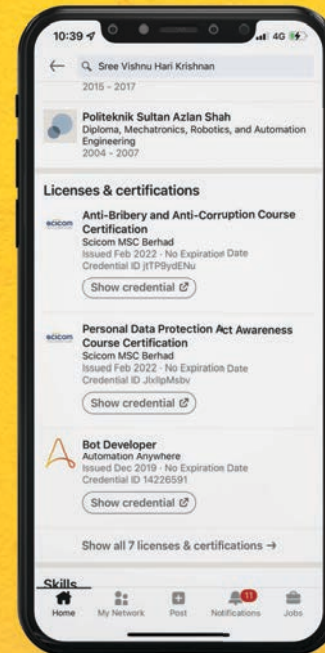
A certification from Scicom Academy demonstrates that the knowledge gained has been validated.

We helped shape and develop many of the world's leading brands. By choosing Scicom Academy as your training provider, our expert knowledge will benefit your employees – and receiving a Scicom certification is a value-added advantage.

Our certifications are verifiable via QR code and shareable to their LinkedIn profile.

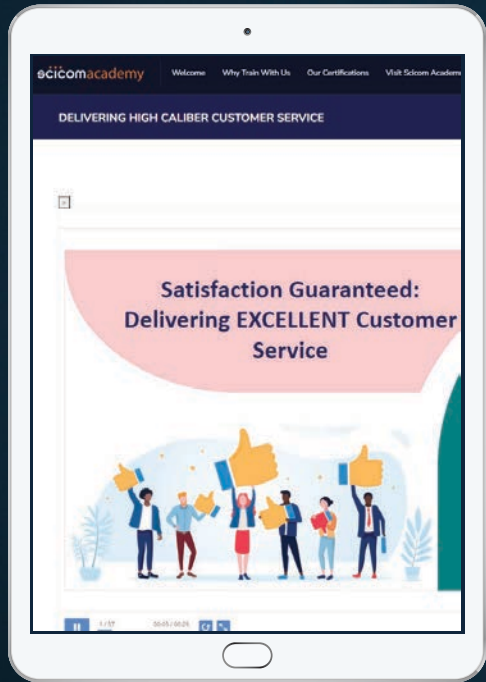


Verifiable via QR code



Shareable to your LinkedIn profile





# CUSTOMER SERVICE





# 1.0 DEVELOPING A CUSTOMER-CENTRIC MINDSET

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Customer-centricity is a business strategy that places the customer first and at the centre of your business in order to provide a positive experience and build long-term relationships. Businesses that want to provide exceptional customer service need to understand the importance of having the right mindset and attitude.

Focusing on a service mindset and attitude will ensure that your business values are reflected in each service interaction with your customers.

## Introduction

This programme will teach your customer service professionals the definition of mindset and how developing a customer-centric mindset will help you understand your customers' needs, expectations, and behaviours.

They will also learn how having a customer-centric mindset can help them deliver outstanding customer service, and discover the key practices that can help establish customer-centricity to create a positive experience for the customer throughout the entire customer journey for customer retention.

## Why it's Critical

In today's fast-paced digital world where social media channels provide avenues for instant customer feedback and businesses are becoming more focused on providing the best service to their customers. Becoming customer-focused and having a customer-centric mindset will assist customer service professionals in providing quality customer service to customers.







# 1.0 DEVELOPING A CUSTOMER-CENTRIC MINDSET

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## Learning Outcomes

- ✓ Learn what customers expect from a company or organisation.
- ✓ Explain the significance of mindset in providing high-quality customer service.
- ✓ Explain the significance of having a customer-centric mindset and being customer-centric.

## Who Should Attend

-  Executive Customer Service
-  Senior Executives
-  Consultants
-  Front Desk officers



# 1.0 DEVELOPING A CUSTOMER-CENTRIC MINDSET

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## Methodology

100% online using SeLMS with the following features:

- Customisable LMS with your company branding
- Incorporates interactive learning, gamification, quizzes and videos•
- Easily accessible from any smart devices and location
- Real-time analytics dashboard and auto-generated reports

Additional Advantage:

- Employees are able to learn at their own pace
- Employees are not required to leave their work to attend training

## Duration

2 hours

## Pricing

100% HRDF Claimable

Standard Price

**MYR 140**  
per pax



## 1.1 CUSTOMER FOCUSED COMMUNICATION SKILLS

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It is critical that customer service professionals develop excellent communication skills to interact with their customers.

Excellent communication skills including speaking clearly, effectively, efficiently, and politely as well as having the ability to ask effective questions are part of the foundational blocks of customer-focused communication.

These foundational blocks are the glue that keeps customer experiences from falling apart.

### Introduction

This programme is designed for customer service professionals to enhance their knowledge in communication, learn the importance of effective verbal communication, and how to use the seven fundamental principles to communicate more effectively with customers, whether through face-to-face or over-the-phone conversations.

### Why it's Critical

The cost of poor customer communication with businesses could be costly.

Customer-focused Communication Skills are important because it establishes and maintains trust between the customers and the business. When customers trust a brand, they may be more likely to remain loyal and this will help customer service professionals to build a greater relationship with them.







# 1.1 CUSTOMER FOCUSED COMMUNICATION SKILLS

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## Learning Outcomes

- ✓ Explain why communication is the key.
- ✓ Determine the qualities of effective verbal communication.
- ✓ Explain the significance of nonverbal communication in face-to-face and phone interactions.

## Who Should Attend

-  Executive Customer Service
-  Senior Executives
-  Consultants
-  Front Desk officers
-  Assistant Managers





## 1.1 CUSTOMER FOCUSED COMMUNICATION SKILLS

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### Methodology

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Additional Advantage:

- Employees are able to learn at their own pace
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## Pricing

100% HRDF Claimable

### Part 1

#### Duration

1 hour

Standard Price  
**MYR 70**  
per pax

### Part 2

#### Duration

2 hours

Standard Price  
**MYR 140**  
per pax

### Part 3

#### Duration

1 hour

Standard Price  
**MYR 70**  
per pax



## 1.2 MANAGING DIFFICULT CUSTOMERS

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In every business, we are bound to encounter irate, demanding and unreasonable customers.

Challenging customer situations demand more than good intentions and the right attitude. Therefore, knowing how to deal with difficult customers should be part of any customer service training, as this is a skill that can turn difficult customers into brand ambassadors.

### Introduction

Through our Managing Difficult Customers training programme, customer service professionals will be able to develop their skills to adapt to the challenges difficult customers pose and extend these skills to handling difficult interactions and situations with people.

They will also discover the importance of emphatic listening and assertive speaking in defusing anger and conflict.

### Why it's Critical

If businesses are unable to deal with difficult customers, the problem may escalate into a massive complaint or a heated fight, or it may go viral on social media, gaining negative publicity which may result in a significant downturn in profits.








## 1.2 MANAGING DIFFICULT CUSTOMERS

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### Learning Outcomes

- ✓ Demonstrate an understanding of why customers complain.
- ✓ Apply emotional intelligence techniques to manage difficult customers
- ✓ Resolve customer complaints effectively
- ✓ Use appropriate stress management techniques when dealing with difficult customers.

### Who Should Attend

-  Executive Customer Service
-  Senior Executives
-  Consultants
-  Front Desk officers
-  Assistant Managers



## 1.2 MANAGING DIFFICULT CUSTOMERS

---

### Methodology

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Additional Advantage:

- Employees are able to learn at their own pace
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### Duration

2 hours

### Pricing

100% HRDF Claimable

Standard Price

**MYR 140**  
per pax



## 1.3 SATISFACTION GUARANTEED: DELIVERING EXCELLENT CUSTOMER SERVICE

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For any business to succeed, providing an excellent level of customer service is vital because it helps build better relationships with customers, which leads to happier customers who stay loyal and spread the word.

Exceptional customer service can do wonders for your reputation, separating you from competitors and putting you in a league of your own.

## Introduction

This programme will demonstrate the importance of customer service and how it affects the overall customer experience. Customer service professionals will be able to discover the behaviours and skills that attract customers and repel them.

They will also learn how to overcome personal barriers and improve their habits, behaviour, and skills to become excellent customer service representatives, which will benefit their organisation.

## Why it's Critical

It is critical for any business to provide excellent customer service. Excellent customer service contributes to a more positive customer experience, resulting in increased customer loyalty and, eventually, customer retention.







## 1.3 SATISFACTION GUARANTEED: DELIVERING EXCELLENT CUSTOMER SERVICE

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### Learning Outcomes

- ✓ Describe the relationship between customer service and the customer experience.
- ✓ Explore how poor customer service contributes to customer dissatisfaction.
- ✓ Describe the significance and impact of excellent customer service on businesses.
- ✓ Recognise and overcome barriers to excellent customer service.

### Who Should Attend

-  Executive Customer Service
-  Senior Executives
-  Consultants
-  Front Desk officers



## 1.3 SATISFACTION GUARANTEED: DELIVERING EXCELLENT CUSTOMER SERVICE

### Methodology

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### Pricing

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Standard Price

**MYR 140**  
per pax



## GET IN TOUCH

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For Scicom Academy courses:



**Telephone**

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**Email**

sree.krishnan@scicom.com.my



**Website**

[www.scicomacademy.com.my](http://www.scicomacademy.com.my)

## SCICOM ASSISTANCE (OPTIONAL)

Our solution fully manages grant applications and the administration of HRDC-registered employers to ensure the smooth roll-out of training programmes.

### Payment

Payment for the courses offered is based on the terms indicated on the invoice. Payment could be made by cheque or via online payment or bank transfer as per our invoice details. Prices are subject to change at any time.

### Course Confirmation

A confirmation email of the registered training course will be sent upon signing the training booking agreement, along with an invoice, the relevant documents and details for the HRDCorp grant application.

### HRDC Grant Application

With the relevant documents, employers may apply for the HRDCorp grant. Training will commence once the grant is approved via email.

### Full Terms and Conditions

For full terms and conditions with regards to booking our training courses or accessing any training materials from Scicom Academy, visit our website, [www.scicomacademy.com.my](http://www.scicomacademy.com.my)




*Thank You*

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