



Mastering The Art of Customer Conflict

Turning Challenges into Opportunities



People tend to do three things when faced with a conflict: they get afraid or uncomfortable and wish it would go away; they feel that they have to come up with an answer and it has to be the right answer; and they look for someone to blame. Being faced with a conflict becomes a conflict. In fact, there are always going to be conflicts!

TARGET AUDIENCE

Customer service professionals,
sales teams, front line staff,
managers

METHODOLOGY

Lecturers, Role Plays, and
Activities, using the Integrative
Learning System (ILS).

All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the programme. Cancellation received 5 working days before the start of the programme is subjected to a cancellation fee of 50% of the course fees. Cancellation received 3 working days and below before the start of the programme is subjected to cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

ADMINISTRATIVE DETAILS

Date	: March 9-10,2026 (Monday-Tuesday)
Time	: 2 Days (9:00 am - 5:00 pm)
Platforms	: ZOOM Communication
Fees	: RM 1,134.00 (FMM Member) RM 1,215.00 (Non member) The fee inclusive Service Tax at 8% (SST No: W10-1901-32000105)
Closing Date	: February 23,2026 (Monday)
Training Provider	: FMM Institute Johor MYCOID: 475427W_JOHOR



CONTENTS

UNDERSTANDING THE IMPORTANCE OF MANAGING CUSTOMER CONFLICT

- What is conflict?
- Understanding conflict
- Importance of effective conflict management in customer relations
- Common myths about conflict
- Problem or opportunity?
- **Activity : “My Most Difficult Customer Story”**

UNDERSTANDING CUSTOMER CONFLICT

- Why conflicts happen: triggers and root causes
- Types of customer conflicts (service failures, unmet expectations, miscommunication, emotional triggers)
- Customer behavior styles under stress
- **Activity : Group discussion - “Identify Conflict Triggers in Your Workplace”**

EMOTIONAL INTELLIGENCE IN CUSTOMER CONFLICT

- Recognizing customer emotions and needs
- Reading emotions through tone and body language
- Self-awareness and self-regulation during tense situations
- Understanding the concept of ‘hijacking’ in emotions
- Traffic light emotional management
- Empathy as a conflict resolution tool
- **Activity: Role play - Practising the above skills**

COMMUNICATION SKILLS FOR DEFUSING CONFLICT

- The power of active and empathic listening
- Verbal and non-verbal communication techniques
- Phrases that calm vs. phrases that escalate
- ‘What to say’ and ‘What Not to say’
- Asking solution-focused questions to uncover the real issue
- Assetiveness skills
- **Activity: Paired exercise - “From Escalation to De-escalation”**



CONTENTS

TECHNIQUES FOR HANDLING DIFFICULT CUSTOMERS

- Types of difficult customers (angry, aggressive, indecisive, demanding)
- Strategies to respond appropriately to each customer behaviour
- The 4 important steps to manage difficult customers
- Staying professional under pressure
- **Activity: Scenario-based role plays on real life customer conflict at work**

TURNING CONFLICT INTO OPPORTUNITIES FOR IMPROVEMENT

- Techniques to move from conflict to collaboration
- Win-win solutions in customer service
- Managing expectations realistically
- Viewing feedback and complaints as valuable input
- **Activity: Group Full role-play simulations of customer conflict scenarios**

BUILDING A PERSONAL ACTION PLAN

- Developing individual strategies for conflict handling
- Personal strengths and areas for growth
- Creating a commitment plan to apply learning at work

Activity: Write a personal action plan

FACILITATOR

Irene Choong Peck Fong holds a Masters in Training and Human Resource Development (MTHR) from Newport University, USA and Bachelor of Arts (Hons) degree from the University of Malaya. She has accumulated wide experience in the field of management, education, corporate communications, marketing and service having served in various management capacities in various industries. She is also a Certified Professional Trainer from the Malaysian Institute of Management (MIM-CPT) as well as a Certified Practitioner in Neuro-Linguistic Programming (NLP).



MASTERING THE ART OF CUSTOMER CONFLICT: TURNING CHALLENGES INTO OPPORTUNITIES

MARCH 9 - 10 ,2026 | PLATFORMS : ZOOM COMMUNICATION

FMM Institute (475427-W)

Puan Sabrina / Pn. Astri / Pn. Ain

Email : sabrina@fmm.org.my / astri@fmm.org.my

/ nur_ain@fmm.org.my

Tel: 07-357 7613 / 14 / 15 / 16 Fax: 07-357 7618

Dear Sir/Madam,

Please register the following participant (s) for the above programme:

(To be completed in BLOCK LETTERS)

Please tick accordingly:

Fees: **FMM Member: RM 1,134.00/pax**
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))

Non Member: RM 1,215.00/pax
(inclusive of 8% Service Tax (SST No: W10-1901-32000105))

1.Name:	IC No:	Nationality:
Designation:	Email:	Mobile No.:
2.Name:	IC No:	Nationality:
Designation:	Email:	Mobile No.:

(if space is insufficient, please attach a separate list)

Disclaimer

Registration is on a first-come first-served basis. All cancellations must be made in writing. There will be no charge for cancellation received 7 or more working days before the start of the webinar. **Cancellation received 5 working days** before the start of the webinar is **subject to a cancellation fee of 50%** of the webinar fees. **Cancellation received 3 working days and below** before the start of the webinar is **subject to a cancellation fee of 100%** of the webinar fees. **If the participant fails to attend the programme, the full webinar fees are payable.** However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the webinar and all efforts will be taken to inform participants of the changes.

We hereby confirmed that (please tick accordingly):

We will be claiming under **HRD CORP CLAIMABLE COURSES** and full payment would be made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.

I (self-sponsor) / We will **NOT BE CLAIMING under HRD CORP CLAIMABLE**. Payment will be made to the account payee **FMM Institute** by cheque or bank transfer to **Maybank Account No. 501280056601**.

Tin No. : C10626805080
BRO No. : 475427-W
SST No. : W10-1901-32000105

Submitted by:

Name:

Email:

Designation:

Tel No:

Mobile No:

Company:

Address:

**Tin No. :
(Company Tax Number)**

**Business Registration
No. (New/Old)**

**SST No
(If Applicable):**

Company Stamp & Signature:

Date: