

An MGA Training Programme

Service Excellence: Building Exceptional Customer Journeys for Loyalty and Growth

PROGRAMME DESCRIPTION

This one-day programme equips Service Practitioners with the mindset and tools to design customer journeys that truly elevate client experience. Participants will gain a clear, practical understanding of how every touch point influence loyalty, satisfaction, and overall brand perception.

Through a structured and easy-to-apply framework, this programme guides participants to assess current customer journeys, identify experience gaps, and redesign interactions for higher impact and consistency. They will learn how to translate to customer insights and feedback into meaningful improvements that strengthen relationships and enhance service quality.

This programme also places modern AI advancements in the right context which shows how they can be integrated thoughtfully to create smoother experiences, improve loyalty and repeat business, while empowering client-facing teams to serve with confidence and precision.

By the end of this programme, participants will be able to build customer journeys that are purposeful, effective, and aligned with what clients value most - driving stronger outcomes for both the organisation and its people.

PROGRAMME OBJECTIVES

Define the Concept of Customer Service

- Understand the core principles that shape excellent client interactions
- Recognise how customer service influences brand trust and loyalty
- Identify key behaviours that differentiate good service from great service

Measure Service Excellence

- Use practical tools and metrics to evaluate service quality
- Analyse touchpoints to detect gaps in consistency and performance
- Interpret customer feedback to gauge satisfaction and experience levels

Develop Customer Journeys

- Map customer touchpoints to visualise the full-service experience
- Identify friction points and opportunities for improvement
- Design seamless, engaging journeys that lead to better client outcomes

Continuously Improve Customer Journeys

- Apply feedback loops to strengthen each stage of the customer journey
- Implement small but impactful adjustments for ongoing enhancement
- Align journey improvements with organisational goals and customer needs

PARTICIPANT PROFILE

The programme is tailored for a wide range of service practitioners- covering sales and service teams, their supervisors, and marketing and business leaders responsible for shaping customer experience.

LEARNING METHODOLOGY

The programme will feature trainer-led presentations and practical case studies, alongside hands-on workshopping of customer journey design to support real-world application. Participants will engage in break-out discussions and peer collaboration to deepen insight and share best practices. Throughout the programme, attendees will apply each concept directly to their own workplace challenges, ensuring relevance, clarity, and immediate practical value.

COURSE OUTLINE

Module 1: The Concept of Customer Service Journey

- Defining the Customer Journey
- Recognising Steps and Issues in the Journey
- Defining Throughput Efficiency
- Reviewing Customer Service Metrics

Module 2: Understanding Service Excellence

- Measuring Service Excellence Satisfaction
- Determining Impacts on Service Satisfaction
- Understanding Excellence in Problem Resolution
- The Concepts of Top Down and Bottom up NPS

Module 3: Designing and Executing Customer Journeys

- Selecting the Customer Journeys to Design
- Mapping & Testing the Customer Journey
- Continuous Improvement and Measurement
- Activity: Designing my personal customer journey

Module 4: Overcoming Pitfalls and Applications of AI

- Solving Complaints
- Testing for Unvoiced Issues
- Organising Governance
- Eliminating Inefficiencies

PROGRAMME FACULTY

Joel Kornreich

Former Banking CEO



Joel Kornreich is a senior banking executive with over 30 years' experience in consumer and commercial banking in Europe, US and Asia, heading several consumer banking franchises of Citi, and more recently, serving for 8 years of CEO of Alliance Banking Group in Malaysia. He also served as a Director of Citi International Plc, Chairman of Citi Belgium and Chairman of ASEAN Finance Corp in Singapore.

His career focus is business transformation and restructuring, digital development and sales and service culture implementation, based on maximising Net Promoter Scores at all

customer touchpoints and simplifying client experience. Alliance Banking Group achieved the second overall NPS at the end of his tenure.

Joel holds a Master of Science in Business Engineering, Magna Cum Laude, from the Solvay Business School of Brussels. He is currently an accredited HRD Corp Trainer. Joel is an alumnus of the Judge Cambridge University Business School

FEES AND FURTHER DETAILS

Date : Tuesday, 31 March 2026
Time : 9:00 am – 5:00 pm
Venue : Q Sentral 37th floor, Kuala Lumpur
Fee : RM 1,750 per person

The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant. It is not inclusive of any applicable taxes.

This programme can be delivered in-house for your organisation.

To register and for more information, please contact:

Dr Huw Gardner
Director, Business Development
E: huw@manafgardner.com
T: +603-3001 0326



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ABOUT MANAF GARDNER ASSOCIATES

Manaf Gardner Associates (MGA) is a premier consulting firm specialising in Human Capital and Executive Education. Established in 2025 by Datuk (Dr) Nora Manaf and Professor Dr Colyn Gardner, MGA brings unparalleled expertise to the evolving landscape of talent management and professional development.

Our founders bring with them extensive industry experience and their combined leadership ensures MGA remains at the forefront of executive education and human capital strategy. Most recently, Datuk Nora served as the Chief Human Capital Officer of Maybank, Malaysia's largest financial institution, for 16 years, while Professor Colyn led the Asian Banking School for nearly a decade, transforming it into ASEAN's largest provider of specialised banking training programmes.

At MGA, we empower organisations to mitigate risks and capitalise on growth opportunities through knowledge enhancement and strategic innovation. By offering a cohesive and comprehensive approach to talent management, we provide expert solutions through our Human Capital Advisory Services and leading-edge Learning and Development Programmes that include our exclusive Executive Education programmes with some of the best business schools in the world.

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Manaf Gardner Associates Sdn. Bhd.
(202501012329(1613743-D))
Unit 19-15, Level 19, Q Sentral
2A, Jalan Stesen Sentral 2
Kuala Lumpur Sentral
50470 Kuala Lumpur, Malaysia
Tel: +603 3001 0326
www.manafgardner.com

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