



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Customer Service Training and Quality Support
2 Days Training



Protocol and Etiquette Training Course

OVERVIEW



Business etiquette is about building relationships with other people and not about rules and regulations. It is related to providing basic social comfort and creating an environment through effective and improved communication. Etiquette is a collective term for a set of norms and conventions that govern social behaviour and is required in societal relations.

However, it is not limited to society but extends to relations within a social or professional group. It is also used to refer to a code of ethics prescribed in some profession like medical or legal. Protocol, in the larger sense, can be defined as the etiquette of diplomacy and affairs of the state. At a national or international level, it constitutes the code of behaviour, ceremonial forms, courtesies, procedures, etc. accepted and required for interactions between heads of states, government and/or diplomats.

The ultimate aim of protocols is to avoid confrontation and disharmony. Business protocol, however, is not as strictly formal but is an important aspect of relationship building within an organisation or between two or more organisations.

Collectively, the terms 'protocol' and 'etiquette' refer to a set of rules, conventions and/or norms that govern the behaviour of people in general and specific situations. However, they differ in their sphere of influence and nature of rules.

Good business etiquette improve organisational culture and have a profound impact on the success and growth of the organisation. They help build stronger relationships and demonstrate confidence. They also promote cross-cultural awareness and respect. The success of an organisation is determined by the business etiquette that employees follow.

Lack of awareness or support or insufficient training and focus related to etiquette and protocol can be detrimental to the progress and image of an organisation. Cross-cultural differences act as the major challenge for developing and demonstrating good business etiquette and protocol. For any organisation intending to be influential and successful, one of the primary focus areas should be training employees on good business etiquette and protocol.



OVERVIEW

This course will empower you with a complete understanding of business etiquette and protocol. With the knowledge and exposure gained through this course, you will conduct yourself better as a professional and be able to create an impressionable experience in all your professional interactions.

intelligent and professional manner. The perspective gained through this course will hone your skills and behavioural traits, enhancing your value and self-confidence and creating more opportunities for professional interactions and coordination.

Further, this course will also provide you the necessary confidence and exposure to interact at large, influential platforms and be able to conduct yourself in a poised,

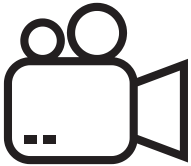




Course Objectives

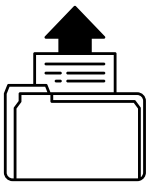
The main objective of this Protocol and Etiquette Certification Course is to empower professionals with complete knowledge and information about business etiquette and protocol the necessary experience and awareness to conduct themselves professionally in business meetings and other important forums the required skill, confidence and experience to communicate clearly, effectively and smartly, thus helping create a positive impression on the opposite person the necessary knowledge, information, exposure and confidence to undertake training on business etiquette and protocol for other colleagues in the organisation, thus demonstrating talent and increasing opportunities for growth and progression the necessary skill, capability and confidence to represent the organisation at important forums and meetings, thus helping in networking, increasing their market value and inviting more opportunities for growth and career progression the necessary skill and information as well as confidence and exposure to enhance one's professional image and successfully represent the organisation, in turn enhancing the company profile

PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



**5+
Real-World
Case Studies**



**2+
Role Plays**





WHO IS THIS PROGRAMME FOR?

The programme is ideal for:

- Senior members of an organisation who need to understand the importance and impact of business etiquette and protocol for their employees
- Learning and development trainers who need to train employees further on business etiquette and protocols
- Other managers and human resource professionals who need to drive professional behaviour and maintain a positive work environment
- Sales staff, marketing managers and customer relationship managers and executives who interact with customers on a regular basis
- Policymakers who need to understand business etiquette and protocol and create appropriate policies and guidelines fostering these
- Members of the hospitality department of an organisation who need to specially make an impressionable experience with outsiders
- Any other professional who would like to develop good business etiquette and understand and practice business protocol

TRAINING METHODOLOGY

The training fosters active participation among trainees. The flexibility for customising the training as per the background and professional experience of the training audience helps create content and delivery that is most relevant and effective.

The training includes presentations, discussions, debates, role-plays, competitions, etc. to ensure maximum participation and retention. Relevant case studies are discussed to foster relevance of practical scenarios to the training content.





Organisational Benefits

Organisations whose professionals attend this Protocol and Etiquette Certification Course will benefit in the following ways:

- Trained, professional employees with complete knowledge of business etiquette and protocol
- Better and more professional representations at important forums and meetings
- Enhanced company profile and image
- Continual training organisation-wide, and at no cost, to develop business etiquette and protocol awareness and knowledge in all employees
- More positive work culture because of strict adherence to business etiquette and protocol
- Better policy adherence and employee performance, contributing to growth and development of the organisation
- Enhanced customer experience and better customer relationship management, leading to organisational growth and success
- Better relationships with partners, vendors and contractors and hence minimal or no obstacles to operations and delivery

PERSONAL BENEFITS

Through this Protocol and Etiquette Certification Course, professionals will derive the following benefits:

- Complete knowledge and training on business etiquette and protocol
- Better professional behaviour and conduct, thus increasing one's market value and demand as a professional
- Increased chances to represent one's organisation and gain exposure and experience at influential and important forums and meetings
- Enhanced verbal and written communication skills
- Extreme professionalism leading to additional opportunities to undertake senior and important roles and responsibilities in the organisation, thus fostering career growth and progression
- Greater confidence and experience to be and conduct oneself at par with esteemed and renowned professions in any forum or meeting
- Enhanced professional conduct and image, in turn contributing to an enhanced company profile
- Increased skill and awareness to establish oneself assertively, professionally and confidently, leaving behind a positive impression through networking and increasing opportunities for growth and progression outside one's organisation



LEARNING JOURNEY



MODULES

Module 1 : Advantages of Business Etiquette

Module 2 : Etiquette Tips to Improve Company Culture

Module 3 : Seven “C’s” of Effective Business Communication

Module 4 : Factors Determining Communication Methods in Business Etiquette

Module 5 : Listening with Empathy

Module 6 : Internal Barriers to Listening

Module 7 : External Barriers to Listening

Module 8: Accents and Ethnicities



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.





**Jakarta International
Customer Service Institute**

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

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