



CUSTOMER ORIENTATION & Communication Skills

Course Introduction:

We make your employees aware of how to think and act with a customer focus – taking a practical approach using examples from your day-to-day business. This improves communication skills and teaches participants how to behave correctly.

The Customer Orientation course is aimed at service providers, such as banks, insurance companies, transport companies and organizations operating in the healthcare sector. Employees are made aware of how to think and act with a customer focus.

Course Objectives:

- Your employees are able to respond better to the wishes and requirements of your customers.
- This ensures you have a clear competitive edge when it comes to customer care.
- To set clear guidelines for effective communication
- To consider the role of good interpersonal skills in the multi-cultural workplace
- To understand different behavioral styles and learn to modify your behavior to achieve best results
- To understand how to give and receive constructive feedback as a way to build better relationships
- To demonstrate assertive behavior
- To make use of all of the above skills to ensure effective teamwork

Who Should Attend?

- Customer service professionals, managers, quality management personnel, voice of the customer analysts
- All specialists responsible for building and sustaining their company's reputation for customer service excellence

Course Outline:

Module One: Our company – our spirit

- Our company's market positioning and the importance of our customer focus
- Key customer needs and our role, image, company; our objectives and opportunities
- Customers, customer loyalty and our social and personal skills
- Body language, personal space and other aspects of behavior today
- Communication and interpretation
- Handling complaints

- Active listening and dealing with objections
- Exercises using practical examples (difficult workday situations)
- What I can do to help retain our customers

Module Two: Making the customer feel valued and appreciated

- Customer contact situations
- The anatomy of a communication
- Typical customer behaviour
- Our typical customer-contact behaviour
- Win-win tools
- Relationship-building communication

Module Three: Stress and conflicts in dealings with the customer

- Causes of stress, stress and conflict situations in customer contact
- Key facts about stress
- Demands we ourselves face
- Conflicts and conflict behaviour
- Strategies for resolving conflicts
- Dealing constructively with conflicts, and conducting conflict discussions

Module Four: Managing the delivery of customer service excellence

- Delivering a next generation customer experience
- Developing a customer strategy - planning for an interactive business relationship
- Change management of processes, metrics, incentives and skills to deliver the customer experience
- Benchmarking to achieve competitive differentiation
- Setting up internal information supply streams that flow through and around the organization
- Knowledge management as a customer service tool
- Using a performance management framework
- Coaching - a tool for self and others
- Influencing exercises

Module Five: The business case for customer service excellence

- Why excellence in customer service is a hot business boardroom issue
- Understanding what your customers expect
- Benchmarking for competitive success
- Meeting and exceeding changing customer expectations
- Assessing your organizational culture for customer service focus

- Core foundations for building a customer centric culture
- Overcoming obstacles to customer service excellence

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session