



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



REIGNITE YOUR PASSION For Customer Service Excellence



Course Introduction:

In order to create customer satisfaction, you need to go beyond good customer service and exceed your customers' expectations with exceptional service every time. In order to achieve this it is important to ask yourself some questions:

- Do you or your staff have the right skill sets to deliver exceptional customer service?
- Currently how do you improve your Customer Service Skills and approaches?
- Do you strive to continuously improve your customer service?
- Do you listen to your customers and their needs?
- Do you currently listen effectively to uncover the customer's true needs?
- Are internal customers understood and prioritised?

This Customer Service Training Course is for professionals who want to make a significant contribution to their company's image or bottom line and make their own lives easier by consistently providing exceptional customer service to both internal and external customers.

Course Objectives:

- rediscover & repossess the passion for serving the customers with the heart
- evoke the positive thinking & confidence to transform what has been perceived as impossible to be possible
- explain what is customer service & why it is so important
- use verbal & non verbal communication techniques to delight customers
- apply creative techniques to handle difficult customers & develop new service ambassadors
- identify & pledge commitment to implement action steps for achieving excellent customer service

Who Should Attend?

Managers/Supervisors and customer service staff.

Course Outline:

Customer Service

- Introduction to Customer Service
- Definition of Customer Service
- Service Dimensions
- Addressing Customer Needs

Attaining Customer Satisfaction through Quality Measures

- Customer Service Excellence

Components of Quality Service:

- **Service Quality**
 - Service Quality Gaps
 - The RATER Model
 - What Customers Pay Attention to
 - Dimensions of The RATER Model
 - Flying Over Customer Expectations
 - Establishing Service Quality Performance Standards
- **Customer Complaint System**
 - Definition of 'Complaint'
 - Types of Complainants
 - Sources of Complaints
 - Why Most Customers Won't Complain
 - Types of Complaints
 - Handling Complaints: The P.E.P.S.I Model
- **Inspiring Staff**
 - Principles of Inspiring People (A.E.P.A. Philosophy)
 - Arousing Interest
 - Engaging Them
 - Practicing New Skills
 - Applying to Real World
- **Customers Loyalty**
 - Principles of Success
 - Who Is a Loyal Customer
 - Strategies to Keep Customers Loyal
 - Reasons why Companies Lose Customers
 - Keys to Delivering "Exceptional Service"

A Profile of Different Customer Personalities

- Difficult People and Difficult Behavior
- Characteristics of Difficult People
- Suggested Responses
- 6 Personalities that Lead to Conflict and How to Deal with Them

Effective Communication with Customers

- Definition of 'Communication'
- Communication Goals

- Communication as a Critical Success Factor
- Communication with Customers
- Reading the Body Language of Customers
- Characteristics of a Good Listener
- Behaviors that Block Listening
- How to Be an Active Listener

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

Course Fees:

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

Course Certificate:

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

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