



CUSTOMER SERVICE for Credit Control

Course Introduction:

This training course has been designed especially for those who are responsible for ensuring that customers pay within the agreed time frame. The course looks at the specialist skills needed to ensure that customers pay on time and stay as customers for the long term wherever possible.

Delegates attending this course will see the vital importance of their roles in the process of minimizing the risk of late payers and bad debts. They will also appreciate that they are an integral part of the team that is generating value for the company because it does not matter how much you sell if you are not ultimately paid for it.

This course will give delegates the skills they need to build relationships to guarantee payment now and for subsequent invoices in the future. The opportunity to practice within the safe environment of the training room is a central theme of this training program.

Course Objectives:

- Understand the importance of a customer service culture in a competitive environment.
- Analyze basic behavioral patterns of different customer personalities and the best way to deal with them.
- Agree and practice strategies for service recovery aimed at regaining customer loyalty.
- Define the process of managing a customer complaint system.
- Discuss and practice the techniques of effective communication skills with customers.
- Describe methods of controlling credit
- Investigate methods of credit checking
- Examine the use of the courts and debt management agencies in recovering debt
- Describe how to collect debt by letter and telephone

Who Should Attend?

This program is designed for people who wish to gain an understanding of principles and practice of controlling credit and managing debt in commercial organizations. Managers, supervisors and customer service staff.

Course Outline:

Customer Service

- Definitions and Concepts
- Roles of the Customer Service Professional

Attaining Customer Satisfaction through Quality Measures

- **Components of Quality Service**
 - Service Quality gaps
 - What Customers Pay Attention To
 - Dimensions of The RATER Model
 - Reliability
 - Assurance
 - Tangibles
 - Empathy
 - Responsiveness
 - Establishing Service Quality Performance Standards
- **Customer Complaint System**
 - Sources of Complaints
 - Types of Complaints
 - Handling Complaints: The P.E.P.S.I and F.E.D.E.X Approaches

Attaining Customer Satisfaction through Quality Measures

- **The Principles of Inspiring Staff (A.E.P.A. Philosophy)**
 - Arousing Interest
 - Engaging Them
 - Practicing New Skills
 - Applying to Real World
- **Customer Loyalty**
 - Who is a Loyal Customer?
 - Strategies to Keep Customers Loyal
- **Reasons why Companies Lose Customers**
- **Keys to Delivering an Exceptional Service- The Nordstrom Way**

A Profile of Different Customer Personalities

- Characteristics of Difficult People
- Common Responses to Them
- 6 major Personalities that Lead to Conflict
 - The Hostile
 - The Pessimist
 - The Complainer
 - The Know-It-All
 - The Narcissist
 - The Over-Controller
- Strategies in Dealing with Them

Effective Communication with Customers

- Communication Goals
- Overcoming Barriers to Effective Communication with Customers
- Reading the Body Language of Customers
- 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