



DELIVERING EXCEPTIONAL CLIENT SERVICES: How to Build Lasting Partnership

Course Introduction:

High standards of customer care are critical to the success of any organization, and executives in customer service are expected to play an important leadership role in implementing company guidelines for interaction with customers.

Course Objectives:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioral tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customers' needs and how to satisfy them
- Explore the basics of Neuro Linguistic Programming (NLP) and Emotional intelligence and discover how they can help you to improve your customer services management
- Influence with integrity and crystal clear communication

Who Should Attend?

- All business professionals in customer facing positions or with specific responsibilities for Service Quality and Customer Satisfaction.
- It will be especially valuable to those in specific customer service roles.
- Personnel new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills.

Course Outline:

Module One: THE WORLD OF CUSTOMER SERVICE EXCELLENCE

- Customer service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer
- The role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organization
- What do you want your customers to say?
- Myths and legends about customer service

Module Two: ALIGNING OURSELVES WITH OUR CUSTOMERS

- Customer partnership pre-requests and rules of creation
- Cases in point
- Business to business value hierarchy
- Customer value process & performance

- Competitive difference on value
- Final word and group exercises

Module Three: CUSTOMER SERVICES MINDSET

- Customer service definition
- Stages of customer services
- Dimensions of customer services
- The three Rs of customer services
- Service factors
- Customer service barriers
- Customer service action plan
- Customer care team
- Establish customer service framework
- Service value chain
- Final word & group exercises

Module Four: CUSTOMER SATISFACTION

- What is customer satisfaction?
- Who is the satisfied customer?
- The critical component of profitability
- Levels of customer satisfaction
- Customer satisfaction – main benefits
- Customer satisfaction facts
- Types of customer satisfaction
- Measuring performance & customer satisfaction
- Ways of measuring customer satisfaction
- Handling customer complaints
- Improvement tools
- Customer interaction pattern
- Final word & group exercises

Module Five: SERVICE QUALITY – TOOLS AND TECHNIQUES

- Five steps to Effective Quality Management
- Beginning with measurement
- Then we need methods of Control
- Continuous Improvement
- Service Quality Tools & Techniques
- Questionnaires
- Pareto Analysis
- Nominal Group Technique

- Cause and Effect Analysis
- Solution Effect Analysis
- Selection Grid

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