



المركز العالمي للتدريب والتطوير  
International Centre For Training & Development



# EXCELLENT Customer Service



IAO  
INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON  
MAKING THE DIFFERENCE



## Course Introduction:

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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 prioritized?

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:

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**After completing this course participants will be able to:**

- Explain what customer service means in relation to internal & external customers
- Recognize how one's attitude affects service standards
- Master ways to develop & maintain a positive, customer-focused, attitude
- Develop needs analysis techniques to better address customer needs
- Apply outstanding customer service techniques to generate return business
- Practice techniques for developing good will through in-person customer service
- Formulate techniques for service excellence over the phone
- Gain insight to connecting with customers online
- Master techniques for dealing with difficult customers
- Acquire tools for recovering difficult customers
- Understand when to escalate an issue

## Who Should Attend?

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Anyone in a customer related role who wishes to learn new skills and understand the key concepts of customer service that will enable them to perform more effectively in their role.

## Course Outline:

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### **Good Customer Service Explained**

- Internal vs External customers
- Customer Service Defined

- Customer Service Delivery

### **Attitude is everything**

- First Impressions Count
- Smiling for Success
- Being Upbeat Open to Close
- Produce Positive Outcomes

### **Conducting Customer Needs Analysis**

- Determine the Primary Issue
- Avoid the Assumption Mistake
- Delivering Basic Services
- Delivering Above Average Services

### **Creating Repeat Clients**

- Do What You Say You'll Do
- Dealing with Dissatisfaction
- Making the Most of Problem Clients

### **Face to Face Customer Service**

- Dealing with Face-to-Face Enquiries
- The Pros and Cons of Face-to-Face Communication
- Understanding Effects of Body Language

### **Using the Telephone Effectively**

- The Pros and Cons
- Phone Protocol
- Suggestions for Best Practice

### **Using Email and/or Chat**

- The Pros and Cons
- Email/Chat Protocols
- Suggestions for Best Practice
- Examples: chat and e-mail

### **Working with Challenging Clients**

- Removing Client Emotions
- Create Mutual Understanding
- Set Your Boundaries
- Removing Your Emotions

## Escalation Techniques

- Client Profanity Plan
- Dealing with Verbal Abuse
- Managing Personal or Company-Related Threats

## Ten Things You can Do to WOW Every Time!

- You'll get our 10 Top Tips!

## Course Methodology:

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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:

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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.

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## Course Certificate:

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

## Course Timings:

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### 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