



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



THE POWER OF CUSTOMER Service – An Intensive Development Program



Course Introduction:

It is essential to accurately measure what your customers want and to develop breakthrough strategies to serve their needs. How satisfied are your customers and how does your organization's customer satisfaction level compare with that of your competitors? The heart of any organization can be found beating inside the walls of its customer service department. All the money that a company spends on sales training, marketing research, advertising, and PR initiatives to attract new customers is wasted if they can't keep them satisfied after the sale. A satisfied customer's positive "word-of-mouth" endorsement is by far your company's greatest asset and most effective marketing strategy. Delegates will discover how to use a variety of statistical methods to collect and measure key indicators to identify service quality gaps to improve customer service satisfaction.

Customers have high expectations and demand quality customer service from companies they choose to do business with. Successful organizations understand the importance of developing a customer centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty. This advanced, 5-day training course gives delegates the best practices, communication skills, conflict resolution strategies, and customer satisfaction assessment tools they require to build a customer-centric organization.

- Advanced measurement tools and statistical assessment methods to sample customer service standards
- Develop conflict resolution skills to work with difficult or angry customers to creating win-win situations
- Enhance communication and persuasion skills to improve customer relations
- Incorporate best practices of customer service satisfaction surveys to build a more proactive, customer-centric organization
- Identify customer segments and service requirements for continuous improvement

Course Objectives:

By the end of this program, delegates will be able to:

- Use comprehensive statistical measurement methods to sample and analyze customer satisfaction
- Establish the importance of setting and reviewing customer service excellence standards
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with demanding or angry customers in a professional manner
- List goal setting techniques and time management tips to increase productivity

Who Should Attend?

- Customer Service Professionals
- Administrators
- HR & Training Professionals
- Finance Professionals
- Sales & Marketing Professionals
- Public Relations Professionals

Course Outline:

Factors that Build Customer Satisfaction and Loyalty

- The importance of customer service
- Managing customer expectations
- Benchmarking good and bad customer service providers
- Brainstorming ideas to enhance the customer experience
- Customer touch points: Going the Extra Mile to deliver customer service excellence
- Your attitude makes a difference
- The importance of teamwork and cooperation
- Teambuilding and leadership exercise

The Voice of the Customer: Measuring and Monitoring Customer Satisfaction

- The benefits of measuring and monitoring customer satisfaction
- Common mistakes in measuring customer satisfaction
- Best practices for measuring and monitoring customer satisfaction
- Pillars of Customer-Focused Strategy
- Developing active listening and questioning skills to uncover customer expectations and service requirements
- Designing a customer satisfaction survey
- Body language: How to read a person like a book
- Personality profiling model

Techniques for Handling Complaints and Working with Angry Customers

- Best practices for recording and monitoring customer service issues
- Empowering frontline employees to improve customer satisfaction
- The supervisor's role in conflict resolution and service recovery

- Strategies for managing emotions during stressful situations
- Principles of persuasion: Negotiating win / win outcomes
- The art of giving and receiving customer feedback
- Service recovery techniques for working with difficult or angry customers
- Customer complaint processing checklist

Exceptional Customer Service: Taking Your Organization from Good to Great!

- Does your organization's mission / vision statement reflect a commitment to customer satisfaction?
- Characteristics of customer-centric organizations
- Overcoming communication barriers in the workplace
- Serving internal and external customers
- Your customer service is only as good as your worst employee
- Customer service in the new era of social media
- Customer service PR damage control

Leading the Way to Superior Customer Service Satisfaction

- Developing a Plan of Action
- Setting SMART Objectives
- Goal setting exercise
- Most admired leadership traits
- Time management tips to improve daily productivity
- Stress management strategies for maintaining peak-performance
- The importance of personal development for continuous improvement
- Course review and assessment

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 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 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

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