

GULF INSTITUTE



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Excellence in Customer Service (Advanced)

Why Attend

- In this course we cover all the most important elements of service any person involved in direct interactions with customers should know and apply. From the necessary behavioral and communication skills to the right attitude, and including specific methods to analyze and improve the service provided, we cover it all in a straight forward and effective manner that will help participants ensure customer satisfaction and delight in the most challenging situations.

Course Methodology

- Several methodologies are used in this course. In addition to brief presentations by the consultants, we use case studies, self awareness exercises, exercises to practice some of the methods learned during the course, video clips and role plays.

Course Objectives

By the end of the course, participants will be able to:

- Explain the importance of customer service in a competitive environment
- Defend the vital role internal customers play and show that their satisfaction is key for the success of an organization
- Practice the techniques of managing customer expectations and delighting customers
- Provide better, faster service and increase customer satisfaction
- Recognize early signals of customer irritation and respond appropriately in order to quickly find a workable solution to the problem

Target Audience

- Customer service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists as well as managers who want customer service training in order to reinforce their skills and train their staff.

Target Competencies

- Customer orientation
- Self confidence
- Personal accountability
- Persuading others
- Empathic outlook
- Emotional control

Definitions and concepts

- Quotations on customer service
- Service definitions
- Quality service requirements
- Some interesting numbers
- Cost of bad customer service
- Learning from the best
- Additional comments about service

Internal customer service

- Identifying internal and external customers
- A final definition
- Elements of service
- Customer requirements
- Foundation of great service people
- The links in the service-profit chain
- Internal customer service

Managing customer expectations

- The Importance of customer expectations
- Perceived service quality
- What to say and what not to say
- Calming upset customers
- 12 tips for calming upset customers
- Comments you should avoid
- Managing customer expectations
- 'RATER' in real life
- The Service Quality (SQ) factors
- Flying over customers' rising expectations
- The customer loyalty ladder
- Role-plays and exercises on dealing with different personality styles

Effective communication skills for handling customers

- Effective communication
- Verbal communication with customers
- Active listening
- Effective listening skills
- Phone etiquette

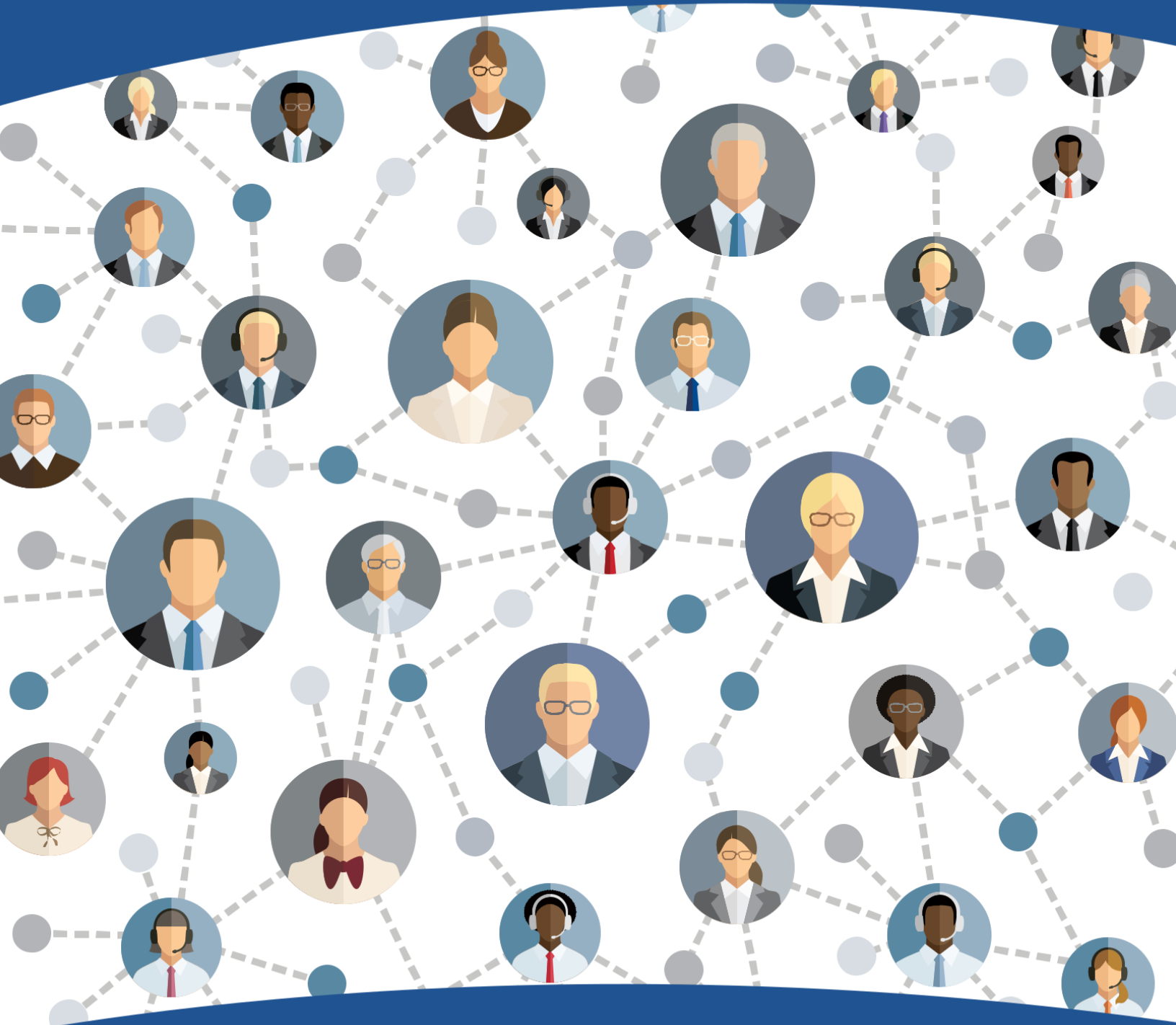
Professional behavior with customers

- The power of behavior
- Principles of effective behavior
- How to behave professionally with the customer
- History of communication
- Interesting study
- Interpreting non verbal communication
- The right behavior with the customer
- The wrong behavior with the customer
- Types of behavior
- Assertive, passive and aggressive behavior
- Verbal and non verbal components of communication styles

Dealing with difficult customers

- Dealing with different personality types
- Typical customer personality types
- Service recovery

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