



HIGH PERFORMANCE ROAD MAP To Customer Service Excellence

Course Introduction:

Obsession with the customer is the single most vital factor in business success today! The main priority in any business must be to win and keep the customer, with emphasis on building a growing customer base. Failure to do so simply means no profits, no growth, no jobs, and no business! Success will come in our competitive world to those who recognize that:

- The customer is the business's biggest asset;
- The customer pays all salaries, wages and dividends;
- The customer will go where he receives the best attention;
- You must be your customer's best choice!

It has become the great driving force in all ambitious companies to put the customer first. This is now accepted as the route to gaining the competitive edge. A steadfast customer service culture is one of the most important pillars of success. This program provides great coverage to do just that.

Course Objectives:

- To create awareness on the importance of service quality excellence, and providing the pathway and the tools to achieve the desired results.
- Understand the concept of customer service improvement process and initiate change to improve company's overall performance
- Retain and grow the customer-base towards achieving higher profitability
- Participants will be guided to establish a customer service culture in the organization.

Who Should Attend?

This program is a highly pragmatic and informative, exclusively designed for managers and executives from all departments. It covers a wide spectrum of key areas where knowledge, attitude, skills and habits will be fine tuned in tandem with the strategic steps to take on the right impetus to achieve a service excellent culture. Such a culture will increase productivity and profitability.

Course Outline:

- ✓ Decide on Your Core Business
- ✓ Know your Customers & your Competitors
- ✓ Create a Realistic Vision
- ✓ Define the Moments of Truth
- ✓ Reviewing and Improving your Staff's Attitude
- ✓ Recognize and Reward Service Excellence
- ✓ Reviewing the 12 Steps to Customer Service Excellence
- ✓ Into the Mechanics of Work Processes Re-engineering

- ✓ Give Good Service to One Another
- ✓ Create the Customer's Experience
- ✓ Profit from Complaints
- ✓ Stay Close to your Customer – Applying the D.A.F.T Principle
- ✓ Applying the S.E.R.V.E. Formula
- ✓ Set Higher Service Standards
- ✓ Reviewing and Reengineering the Psychosocial Work Environment
- ✓ Implementing Strategic Intent towards your Service Mission
- ✓ Develop, Design and Implement the Service Program
- ✓ Customer Satisfaction Audit (Guidelines are provided via a Structured Manual for effective application)

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

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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

