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المركز العالمي للتدريب والتطوير
International Centre For Training & Development



IMPROVING
Customer Care/Service

Course Introduction:

- The Sales, Marketing, customer care Skills Training program is designed for individuals who want to gain a thorough understanding of the principles and practice of marketing and sales.
- Ideally suited for sales and business development executives, this course offers a superb grounding in the practice of these two disciplines.
- Sales, Marketing, customer care are important skills which allow you to engage with all types of people and buyers.
- Marketing provides you with the skills to increase brand awareness, develop your target market, as well as create the necessary leads and enquiries through targeted marketing campaigns.
- The key to success in any business is sales and during the course there is a strong focus on developing your sales skills, so that you can apply what you learn to your current position.
- Improve service delivery standards, reflected in higher levels of customer satisfaction and bottom line profits
- Build a customer focused culture

Course Objectives:

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

- Explain the vital role of a customer complaints management system in enhancing organizational performance.
- Implement a customer feedback system that will maximize customer satisfaction and retention.
- Manage every phase of the complaint handling process from preparation to closing including receipt, analysis, escalation, tracking, and all internal and external communication.
- Develop relevant Key Performance Indicators to assess and audit complaint systems.
- Improve existing systems and benchmark against world's top complaints handling standards.

Who Should Attend?

Customer complaint system managers and staff, customer service managers and staff, as well as managers and staff of support departments such as HR and IT, that provide services to other departments (internal customers) in the organization.

Course Outline:

Introduction to Understanding Your Customers

- Interesting Facts and Figures
- Customer Retention
- The Principal Foundation of Retaining and Developing Our Customer Base
- The PRIDE Model for Understanding Customer Needs
- Service Mix Elements
- The Service Quality Model and Service Gaps
- Managing Customer Expectations

Introduction to Complaints Management

- "Customer Complaint" Definition
- The Importance of Complaints
- Customer Satisfaction and Customer Loyalty
- The Kano Model
- The Danger of Ignoring Complaints
- Levels of Complaints
- Complaints Handling: Process and Behavior
- Sources of Customer Complaints
- Dealing With Customer Complaints

Complaints Management Standards and Complaints Handling Process (CHP)

- Complaints Management Standards - Background
- ISO 9001 Process Model
- ISO 9001 and Requirements for Complaints Management
- Essential Elements of a Complaints Management System
- ISO 10002:2008 Guidelines for CHP
- Scope and Guiding Principles
- The Complaints Handling Policy
- **Responsibility and Authority**
    - Top Management
    - Management Representative
    - Other Managers
    - All Personnel in Contact with Customers
    - All Other Personnel
- **Planning and Design**
    - Objectives
    - Customer Satisfaction, Linkages and Alignment
    - Resource Requirements
    - Competency Requirements

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- **Operation and Communication**
    - Essential Elements
    - Receiving, Recording and Tracking
    - Assessing, Investigating and Closing
- **Maintenance and Improvement**
- **Management Review**

Assessing and Monitoring a Complaints Management System

- Quotes on Measures
- Metrics, Measures and KPIs
- Where Key Performance Indicators (KPIs) Come From
- Some Organizational Key Result Areas (KRAs)
- Criteria for 'Good' KPIs
- Analysis of Complaints: Root Cause Analysis
- Prioritizing Problems
- Finding Effective and Efficient Solutions

Improving customer service standards

- Showing your customers you are serious about providing customer service excellence
- Resolving customer service challenges positively
    - The six hats problem solving approach
    - Shifting perceptual positions
    - Resolving complaints, disputes and conflict
    - Role modeling top performers in customer service.
- Moving closer to the customer - rapport skills to build better relationship

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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 Questionaires
- 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

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