



ADVANCED

Customer Service Management at the Workplace

Course Introduction:

A customer service program formalises the level of customer service you aim to provide, and what practical things you will do to achieve this.

Establishing a successful customer service program in your business requires commitment from yourself and your staff. You need to plan it, develop it, implement it and sustain it. It also involves training and feedback.

Course Objectives:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioral tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customers' needs and how to satisfy them
- Explore the basics of Neuro Linguistic Programming (NLP) and Emotional intelligence and discover how they can help you to improve your customer services management
- Influence with integrity and crystal clear communication

Who Should Attend?

Anyone who provides services, products or information to internal, or external customers including personnel from: training, customer service, sales professionals, technical and support personnel, accountants, field services representatives, finance and credit controllers, reception, front-line staff, marketing, communication specialists, public relations personnel and anyone who will ever need to influence others, either socially or commercially

Course Outline:

Module One: The world of customer service excellence

- Customer service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer
- The role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organization
- What do you want your customers to say?
- Myths and legends about customer service

Module Two: Gaining a greater understanding of your company

- From judgments to behavioral flexibility

- Behavioral traits and how to identify them
- Modifying your own behavior to match other's
- Building lasting rapport
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Nonverbal clues that show if someone is telling the truth

Module Three: Communication master class

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- Metaphors & Models
- Using perceptual positions to understand your customers' point of view
- Logical levels of change
- Building climates of trust
- Creating well-formed outcomes
- Communication skills exercises

Module Four: Influencing with integrity

- The importance of value sets in modern day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing - what do they mean?
- Internal and external references
- Coaching - a tool for self and others
- Influencing exercises

Module Five: Conflict, challenge and closure

- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning session - dealing with your own customers

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
- 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