



CUSTOMER SERVICE ESSENTIALS:

Basic Skills for Serving Others

Course Introduction:

Understand the importance of a customer service culture in a competitive environment.

Course Objectives:

- Analyze basic behavioral patterns of different customer personalities and the best way to deal with them.
- Agree and practice strategies for service recovery aimed at regaining customer loyalty.
- Define the process of managing a customer complaint system.
- Discuss and practice the techniques of effective communication skills with customers.

Who Should Attend?

Managers' supervisors and customer service staff.

Course Outline:

Module One: Customer Service

- Definitions and Concepts
- Roles of the Customer Service Professional

Module Two: Attaining Customer Satisfaction through Quality Measures

- Components of Quality Service
 - Service Quality gaps
 - What Customers Pay Attention To
 - Dimensions of The RATER Model
 - Reliability
 - Assurance
 - Tangibles
 - Empathy
 - Responsiveness
 - Establishing Service Quality Performance Standards
- Customer Complaint System
 - Sources of Complaints
 - Types of Complaints
 - Handling Complaints: The P.E.P.S.I and F.E.D.E.X Approaches

Module Three: Attaining Customer Satisfaction through Quality Measures (con't)

- The Principles of Inspiring Staff (A.E.P.A. Philosophy)
 - Arousing Interest

- Engaging Them
- Practicing New Skills
- Applying to Real World
- Customer Loyalty
 - Who is a Loyal Customer?
 - Strategies to Keep Customers Loyal
- Reasons why Companies Lose Customers
- Keys to Delivering an Exceptional Service- The Nordstrom Way

Module Four: A Profile of Different Customer Personalities

- Characteristics of Difficult People
- Common Responses to Them
- 6 major Personalities that Lead to Conflict
 - The Hostile
 - The Pessimist
 - The Complainer
 - The Know-It-All
 - The Narcissist
 - The Over-Controller
- Strategies in Dealing with Them

Module Five: Effective Communication with Customers

- Communication Goals
- Overcoming Barriers to Effective Communication with Customers
- Reading the Body Language of Customers
- Behaviors that Block Listening
- How to Be an Active Listener

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

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 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 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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