



ETIQUETTE FOR Excellent Customer Service

Course Introduction:

Here in the Gulf, millions of dollars are lost every year because of poor handling of customers by front-line, customer-facing employees. The key to maintaining customer loyalty is to strive to offer exceptional customer service, which in return will result in more business. Research shows that it costs approximately eight times as much to find a new customer, compared to keeping an existing one. This course is essential for all staff who have face-to-face contact with customers – because everyone in your company has the chance to make a positive 'First Impression'

Course Objectives:

- To learn the key skills of dealing face-to-face with customers and how to communicate effectively
- To learn the best ways to provide exceptional service by understanding the needs and expectations of a customer (including future needs and expectations)
- To gain an understanding of handling customers who complain, and how to deal with customers from a variety of cultures and backgrounds
- To understand how to create customer loyalty through great customer service and excellent customer care

Who Should Attend?

Anyone in a customer related role who wishes to learn new skills and understand the key concepts of customer service that will enable them to perform more effectively in their role.

Course Outline:

- Who Are Your Customers?
- Internal Customer Service
- The Customer Relationship Hierarchy
- What Does It Feel Like To Be A Customer?
- Customer 'Perception Points'
- 'The Customer's 'Perception' Is Usually Right'
- You, As A Customer
- Your Commitment To Quality Service
- Understanding Customer Needs And Wants
- The Six Steps Of Customer Service
- Complaints
 - > Why Do People Complain?
 - > The Benefits Of Complaints
 - > Some Interesting Facts About Complaints

- > How To Handle A Complaint
- > Having A Positive Attitude In Dealing With Complaints
- > Using Positive Words & Language
- Communicating For Success - Understanding & Being Understood
- Going The Extra Mile - 'The Unforgettable **'Wow!'** Factor'
- Building Powerful Relationships

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

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