



DEVELOPING Customer Service

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:

- To identify customer service barriers within your organization
- To improve the standards of service to your customers, by understanding their future needs and expectations
- To understand the components of successful customer care
- To know how to develop a plan for implementing effective customer care
- To be able to assess your own, and your company's performance in the different levels of customer service
- To explore ways you can WOW! your customers by going the extra mile

Who Should Attend?

Customer service professionals, managers, quality management personnel, voice of the customer analysts

All specialists responsible for building and sustaining their company's reputation for customer service excellence

Course Outline:

Module One: Achieving Sustainable Competitive Advantage

- Elements Of Customer Care
- The Key Role Of The First Line Manager
- Defining Your Company's Customers
- Understanding Why The Happy Internal Customer Is More Motivated To Provide Exceptional Customer Service
- Understanding Your External Customer
- Understanding Your Company's 'Perception Points'
- Understanding & Meeting Customer Needs & Expectations

- Identifying Barriers To Providing Exceptional Customer Service

Module Two: Making the customer feel valued and appreciated

- Customer contact situations
- The anatomy of a communication
- Typical customer behaviour
- Our typical customer-contact behaviour
- Win-win tools
- Relationship-building communication

Module Three: Making the customer feel valued and appreciated

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Module Four: Using Customer Feedback To Your Advantage

- Using The RATER Model To Obtain A View Of Your Services From Your Customers' Perspective (Reliability, Assurance, Tangible, Empathy, Responsibility)
- Using Customer Feedback To Your Advantage
- Effective Communication In Customer Service
- How To Deal With Unachievable Customer Requests
- Discovering The Positives Of Customer Complaints

Module Five: The business case for customer service excellence

- Why excellence in customer service is a hot business boardroom issue
- Understanding what your customers expect
- Benchmarking for competitive success
- Meeting and exceeding changing customer expectations
- Assessing your organizational culture for customer service focus
- Core foundations for building a customer centric culture
- Overcoming obstacles to customer service excellence

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