

### What will you gain by the end of this course?

- Realizing the importance of customer service in a very competitive environment.
- Understanding the best techniques of managing customer's expectations.
- Satisfying customers and exceeding their expectations.
- Dealing with customers' feedback, and responding appropriately to solve their problems.

### The Approach

The training approach is fun and interactive. The aim is to clarify the fundamental concepts and topics of the program.

The training will be highly interactive and participants will be encouraged to share their ideas, and will be motivated to contribute to the learning process, actively seek answers to their questions and maximize the benefits of training.

Training approach will not follow the typical lecture style. Trainers will focus on using Visual .Hearing .Feeling VHF tools instead of traditional speech style.

### Program content (outline)

#### Day 1

##### First topic: The importance of customer service

- Excellence in customer service is an important factor and a prerequisite for organizational excellence.
- The Core of customer service is "Ethics", it is the Art of dealing with others.
- Which Organizations need to excel in customer service?
- Benefits of excellence in customer service
- The Difference between customer service and customer experience.

## **Second topic: Better understanding of customer service core components**

- How many types of customers do you have?
- The Difference between “client” and “customer”.
- The Different types of customer's personality.
- Client's expectation from your product or service?
- What is Customer Loyalty?
- Are your customers loyal and act as ambassadors to your company? Or are they angry and unhappy about your service?
- How Do you select your customer care team?
- How to reward the qualified team members?
- What is CRM?

## **Third topic: Dealing with customers' complaints as customers' gifts to your organization.**

- Managing your customers' complaints (Customers' gifts).
- Turning customers' complaints into chances for improvement and development.
- Become PROACTIVE in gathering customers' feedback, and avoid being REACTIVE by waiting customers to complain.

## **Fourth topic: Levels of customers' satisfaction and the “How of WOW”**

- Levels of customers' satisfaction towards your service or product (Bad, fair, good, very good & excellent).
- The WOW service!!
- How to delight customers?

## Day 2

### **Fifth topic: Brain storming on some topics related to customer service**

- Customer is always right?!
- Do we need to spend a lot of money to please and satisfy customers?!
- Can we distinguish between customers?
- Is it true that creative ideas and best practices of customer service suit others and may not suit us?!

### **Sixth topic: Communication with customers (Internal and external customers).**

- Ways of communicating with customers.
- Features of effective communication.
- Smile, it is the key to people's hearts and the shortest distance between two people.
- The Fault of anger (By customer or by you), and how to deal with angry customers and difficult personalities
- Do you really listen to customers (Effective listening)?
- What does your customer like/dislike to hear from you?
- Dress to impress and look like a star... How can service provider dress to leave positive impression?
- Leaving the right "First impression" about you and your product, service and Organization.