

Overview: The Art of Delivering Excellent Customer Service

Customer service is the support provided by a business (or brand) to a customer or prospect before, during and after purchasing a product or service. It can be more profitably utilized today as a business strategy that aims to understand, anticipate and manage the needs of an organization's current and potential customers in a way that encourages them to make referrals to you.

Customer Service has moved beyond being a department in any organization, it has become a critical recipe for a successful business culture, it is a way of life and philosophy everyone in an organization must embrace & understand – the winning mindset.

You will gain insightful knowledge and understanding of customer service practices and become confident in handling enquiries, complaints, and communications.

WHO SHOULD ATTEND?

This course will benefit any business executives who deal directly with customers i.e. Managers, Business development executives, Customer service representative, lawyers, accountants, HR managers, sales and marketing professionals.

COURSE DURATION: 2 DAYS (MINIMUM 8 HOURS)

Outline

1. Introduction to customer service
2. Types of customers
3. Categories of customers
4. Attitude and skills for customer service
5. The art of communication
6. Customer service; a business strategy
7. How to deal with angry/irate customers
8. Measuring customer relationship management
9. The four (4) P's of customer service
10. Technology and customer service
11. Delighting versus satisfying your customer
12. How To Build Customer Loyalty in the 21st century
13. Case study