Providing a Quality Service

ACHIEVING EXCELLENCE IN CUSTOMER SERVICE

Providing a Quality Service

24 - 28 Dec 2017, Dubai
29 Jul - 02 Aug 2018, Dubai
30 Dec - 03 Jan 2019, Dubai
**Introduction**

Achieving Customer Service Excellence is not accomplished by accident, nor is it attained without effort and teamwork. It requires well-trained customer service professionals who have a passion for providing quality service. This dynamic, five-day training course emphasizes the professional communication skills and actions that create the foundation for continuous improvement.

In today’s customer-oriented business environment, “people skills” are critical for career advancement and organisational effectiveness. The training course emphasizes the importance of providing customer service excellence in a competitive environment, proven strategies for service recovery and negotiation techniques for dealing with difficult customers in a professional manner.

**Objectives**

- Identify key components that promote customer retention and loyalty
- Describe the practices of a world-class customer service provider and model their own performance on those practices
- Utilize interpersonal skills as vital tools in the provision of customer service
- Develop a customer-focused mindset for continuous improvement
- Improved conflict resolution skills

**Training Methodology**

This dynamic 5-day training seminar is highly interactive and encourages delegate participation through a combination of group discussion, role-play exercises, case studies and breakout sessions. This training will include benchmarking best practices to model world-class customer service excellence. The comprehensive training course manual has been designed to be practical, easy to use and facilitate learning. Delegates are provided a comfortable, enlightening learning experience that gives them the latest insights, techniques and best practices to promote long-term customer satisfaction and loyalty.

**Organisational Impact**

- A shared organisational customer service vision
- A streamlined customer service feedback system
- Improved intra / inter departmental communication
- A highly motivated and focused workforce
- Increased competency and communication skills
- Increased customer retention and revenue growth

**Personal Impact**

- An increased appreciation for their role in helping their organisation achieve customer service excellence
- Up to date techniques and methods to help them provide world-class service
- Enhanced leadership and communication skills required to excel in their career
- Increased confidence in their abilities to work professionally with difficult or upset customers
- The insight to adjust their own temperament style to become more versatile, adaptable and highly successful
- Improved time management skills and increased productivity

**Who Should Attend?**

- Frontline Customer Service Representatives (CSR)
- Team Supervisors
- Department Managers
- Account Managers
- Field Service Representatives
DAY 1
Setting the Standards for Customer Service Excellence
- The Benefits of providing Excellent Customer Service
- The WOW Factor: Going the extra mile…and then some!
- The Importance of Managing Internal and External Customer expectations
- First impressions: What do your customers see and hear?
- Understanding and Working with the Four Customer Styles

DAY 2
Communicating the Customer Service Message
- How well does your organisation communicate the importance of Customer Service?
- Understanding your customer’s nonverbal communication
- Tips for building trust and rapport quickly...face-to-face or on the telephone
- What is your preferred Learning Style?
- Developing your Active Listening Skills to enhance communications
- Use questioning techniques to identify a customer’s expectations and service requirements
- Telephone tips to promote a professional image
- The dos and don’t of written communication

DAY 3
Service Recovery: Handling Complaints and Difficult Customers
- The Importance of customer complaints and why they should be encouraged
- Six Steps to Service Recovery
- Strategies to help calm upset customers
- Managing emotions during stressful situations
- Empower employees to get the job done

DAY 4
Principles of Persuasion
- Requesting feedback from customers and colleagues
- The Art of Giving and Receiving Feedback
- Negotiating mutually beneficial outcomes
- Words and tones to avoid
- The RATER Model: Five Dimensions of Customer Service Excellence
- Best Practices for Call Handling, Documentation and Quality Assurance
- Measuring and Monitoring for Customer Satisfaction

DAY 5
Getting the Right Customer Service Attitude
- The Importance of Attitude and Teamwork
- Focusing on continuous improvement
- Stress Management Tips to Increase Productivity
- The Customer Service Mission and Vision
- Setting Personal and Professional Goals
- End of Course Review and Delegate Feedback

Achieving Excellence in Customer Service
ACHIEVING EXCELLENCE IN CUSTOMER SERVICE
Providing a Quality Service

REGISTRATION DETAILS

LAST NAME:________________________________________
FIRST NAME:_______________________________________
DESIGNATION:_____________________________________
COMPANY: ________________________________________
ADDRESS: ________________________________________
__________________________________________________
CITY:______________________________________________
COUNTRY: ________________________________________
TELEPHONE:______________________________________
MOBILE: __________________________________________
FAX:________________________________________________
EMAIL:_____________________________________________

AUTHORISATION DETAILS

AUTHORISED BY:___________________________________
__________________________________________________
DESIGNATION:_____________________________________
COMPANY: ________________________________________
ADDRESS: ________________________________________
__________________________________________________
CITY:______________________________________________
COUNTRY: ________________________________________
TELEPHONE:______________________________________
MOBILE: __________________________________________
FAX:________________________________________________
EMAIL:_____________________________________________

PAYMENT DETAILS

☐ Please invoice my company
☐ Cheque payable to GLOMACS
☐ Please invoice me

CERTIFICATION

Successful participants will receive GLOMACS’ Certificate of Completion

TERMS AND CONDITIONS

• Fees – Each fee is inclusive of Documentation, Lunch and refreshments served during the entire seminar.
• Mode of Payment – The delegate has the option to pay the course fee directly or request to send an invoice to his/her company/sponsor. Credit card and cheque payments are both acceptable.
• Cancellation / Substitution – Request for seminar cancellation must be made in writing & received three (3) weeks prior to the seminar date. A US$ 250.00 processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.
• Hotel Accommodation – is not included in the course fee. A reduced corporate rate and a limited number of rooms may be available for attendees wishing to stay at the hotel venue. Requests for hotel reservations should be made at least three (3) weeks prior to the commencement of the seminar. All hotel accommodation is strictly subject to availability and terms and conditions imposed by the hotel will apply.
• Attendance Certificate – a certificate of attendance will only be awarded to those delegates who successfully completed/attended the entire seminar including the awarding of applicable Continuing Professional Education Units/Hours.
• Force Majeure – any circumstances beyond the control of the Company may necessitate postponement, change of seminar venue or substitution of assigned Instructor. The Company reserves the right to exercise this clause and implement such amendments.
• Fair Access / Equal Opportunities – In the provision of its services as a world-class Training Provider, the Company is committed to provide fair access/equal opportunities throughout the delivery of its courses and assessment leading to the completion of training seminars, or 3rd party qualifications/certifications.

4 WAYS TO REGISTER

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Code| Date | Venue | Fees |
---|---|---|---|
CS001| 24 - 28 Dec 2017 | Dubai | $4,500 |
CS001| 29 Jul - 02 Aug 2018 | Dubai | $4,750 |
CS001| 30 Dec - 03 Jan 2019 | Dubai | $4,750 |

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