



Certificate in Customer Service Management

► Upcoming Sessions

04-08 Nov 2024	Dubai - UAE	\$5,950
16-20 Jun 2025	Dubai - UAE	\$5,950
03-07 Nov 2025	Dubai - UAE	\$5,950

► Training Details

Training Course Overview

This dynamic training course offers you the tools, insights, and industry best practices essential for elevating customer relationships and fostering exemplary customer service within your organization. In today's customer-centric business landscape, effective customer service management necessitates a blend of adept communication strategies, persuasive techniques, and conflict resolution prowess.

Delivering exceptional customer service hinges on the presence of well-trained and motivated professionals with a genuine commitment to delivering excellence. It not only grants organizations a competitive edge but also fosters customer loyalty.

Key highlights of this training course include:

- Exploration of customer service management best practices and protocols
- Development of effective communication and interpersonal skills
- Principles of win-win negotiation, service recovery strategies, and conflict resolution techniques
- Standards for measuring and monitoring customer service satisfaction, facilitating continuous improvement
- Leadership development and team-building strategies geared towards fostering a culture of customer service excellence

Training Course Objectives

By the end of the training course, participants will be able to:

- Describe the best practices of a world-class customer service providers
- Identify key components that promote customer retention and loyalty
- Measure and monitor customer service satisfaction standards
- Utilize nonverbal communication gestures to make positive first impression & build rapport
- Use conflict resolution skills to work with difficult or demanding customers

Designed for

The training course is for Customer Service professionals who have a desire to enhance their communication, conflict resolution, and negotiation skill and is suitable to a wide range of professionals but will greatly benefit:

- Customer Service Representatives (CSR)

- ▶ Team Supervisors
- ▶ Department Heads/Managers
- ▶ Account Managers
- ▶ Field Service Representatives

Learning Method

This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes delegate participation through a combination of group discussion, practical exercises, videos, role-play sessions, case studies, breakout sessions, and team building activities.

Delegates will utilize best practices and benchmarking to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use, and facilitate learning.

▶ Training Details

Day One: Fundamentals of World-Class Customer Service Management

- ▶ The benefits of providing world-class customer service
- ▶ Does the 'customer experience' align with your organisation's vision/mission statement?
- ▶ Identifying internal and external customer expectations
- ▶ How to use customer service to increase sales and customer satisfaction
- ▶ Benchmarking the best and worst rated customer service providers
- ▶ The WOW Factor: Going the Extra Mile to exceed customer expectations

Day Two: Effective Communication and People Skills Development

- ▶ Body language: How to read your customer like a book
- ▶ Managing the four customer personality types
- ▶ Questioning techniques and active listening skills to improve communication effectiveness
- ▶ How to determine a customer's "preferred learning style"
- ▶ Dos and don'ts of written communication
- ▶ Keys to effective telephone and voice mail communication

Day Three: Leading the Way to Customer Service Excellence

- ▶ The benefits of teamwork and mutual cooperation
- ▶ Team building and leadership exercise
- ▶ The role of the supervisor during service recovery
- ▶ Empowering employees to better serve their customers
- ▶ The most admired leadership traits
- ▶ Motivating employees to improve performance

Day Four: Measuring and Monitoring Customer Service Satisfaction

- ▶ Establishing customer service satisfaction measuring and monitoring standards
- ▶ Best practices for recording and monitoring customer service issues
- ▶ The art of giving and receiving constructive feedback
- ▶ Negotiating win-win outcomes
- ▶ Managing emotions during stressful situations
- ▶ Service recovery strategies for working with difficult customers

Day Five: Action Planning for Improving Customer Service Management

- ▶ What is your Action Plan?
- ▶ Your attitude makes a difference
- ▶ Stress management tips for maintaining peak performance
- ▶ Time management strategies to maximize daily productivity

- ▶ Setting SMART goals for continuous customer service improvement
- ▶ End of course review

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

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