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Educational Development Institute
Training | Consulting | Research

ABOUT EDI

Founded in 2007, Educational Development Institute (EDI) is a member of Westline Education Group (WEG) and is an educational organization providing professional training (Public Training, Executive Training, Corporation Customized Training, Consulting and Research).

OUR EDUCATION PARTNERS



THE WESTLINE SCHOOL

THE NORTHLINE SCHOOL



FOREST HILL
MONTESSORI DAYCARE

CAMBODIA
EDUCATION

CAMBODIA
EDUCATION

OUR SERVICES

TRAINING



Public Training 1

Customized Training 2

Executive Certificate Program 3

Small and Medium Enterprise 4

CONSULTING



Business Start Up 1

Strategy Development 2

Policies Development 3

Standard Operating
Procedure Development

RESEARCH



Social and Development 1

Market and Industry 2

Feasibility Studies 3

Mystery Shopping 4

Survey / Data Collection 5

EFFECTIVE CUSTOMER CARE

Course Fee: \$ 290 | Early Bird: \$ 230

INTRODUCTION

Providing excellent customer care means going the extra mile in making sure a customer is happy and satisfied with a company's products or services. It also involves providing service to a customer in a timely, pleasant manner. In order to provide excellent customer care, one needs superb communication and problem resolution skills. Effective customer care is the process of delivering high quality service to internal and external customers. Effective customer care results in high levels of customer satisfaction leading to long-term 'buying' relationships between companies and customers.

HOW YOU WILL BENEFIT

Upon the completion of this two-day training, participants are expected to benefit:

- Know difference between good and excellent customer service
- Be champions for positive attitude
- All stars in your ability to use positive language
- Have identified ways to improve communication in your workplace
- Engage in empathetic listening
- Accurately identify customer needs by effectively questioning
- Know techniques for dealing with challenging customers
- Know techniques for solving customer problems
- Define what it means to take ownership
- Have a personal plan of action for implementing your new skills back at work.

WHO SHOULD ATTEND?

This essential training is specially designed for customer service representatives, technical and support personnel, field service representatives, small business owners-as well as managers who want customer service training in order to reinforce their skills and train their staff.



Our Trainer

Mr. Vong Bunvisal

Business Development Director
of the Westline Education Group

Mr. Vong Bunvisal had experience in education industry for 15 years. He began his career as school management in 2003 and he promoted to be sales and marketing manager from 2006-2010 to lead sales and marketing activities for more than 60 branches which is belong to one of the biggest private educational institute.

From 2011 to present, **Mr. Visal** is a business development director of Westline Education Group Co., Ltd who responsible for sales and marketing, business development, local and international cooperation and educational partnership, promote education programs to local and international organizations.

Mr. Visal has strong sales and marketing background and is experienced in assisting corporation with strategic sales and marketing planning, customer service development and business analysis.

Time: 8:00am- 5:00pm

Language: Khmer & English

The Fee Includes:
Lunch, Refreshment, Materials
and Certificate of Participation

COURSE OUTLINE

Day 1:

Module 1: Why customer care is important?

- Who are your customers?
- Who is responsible for customer care?

Module 2: Getting to know your customer's needs and requirements

- Understanding of external customer needs
- Understanding of internal customer needs

Day 2:

Module 3: Putting customer care into practice

- Setting goals and standards of performance
- Delivering customer care
- Developing communication skills
- Complaints, problem solving and quality improvement

Module 4: Providing excellent customer care

- First impressions matter
- Identify customers' needs
- Make each customer feel valued
- Maintain ongoing relationships

TRAINING METHODS

During the training course, facilitators led the learning process and worked with the trainees through the following methods:

- Presentation
- Individual work
- Group discussion
- Asking questions
- Exploring possible alternative solutions
- Reflection
- Knowledge and experience sharing
- Real practice in delivering effective customer care