



CUSTOMER SERVICE EXCELLENCE

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.

■ Course Objective

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

- ☒ 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.

■ Course Outline

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

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

■ Course Structure

The certificate course in Customer Service Excellence spent approximately 16 hours, OR is offered a 2-day period. The course is by Ms. Pich Rathmony. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.