

**Course Overview:**

Delegates will learn effective customer centric strategies and best practices to provide world-class customer service excellence. This dynamic, 5-day course gives customer service professionals the communication skills, technology tools, and motivation they require to build strong customer relationships and develop a customer centric organisation.

**Course Objective:**

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

**Course Outline:**

The Building Blocks of a Customer Centric Organisation  
Developing a Top-Down Customer-centric Culture  
Responding to the Voice of the Customer  
Measuring and Monitoring Customer Satisfaction  
Leading the Way to Customer Service Excellence!

**Who Should Attend:**

- Customer service representatives
- Team supervisors
- Department managers
- Account managers
- Field service representatives

**Training Language:**

EN / AR

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation