

Course Overview:

This intermediate-level course is tailored for professionals in administrative and client-facing roles, focusing on elevating their ability to interact with clients and customers effectively. Participants will gain the tools to deliver exceptional service, manage expectations, and build lasting relationships—key competencies in maintaining a company's reputation and client satisfaction.

Course Objective:

- Apply effective communication techniques in client interactions
- Resolve customer inquiries and complaints with professionalism
- Build and maintain long-term client relationships
- Utilize telephone and email etiquette to represent the company effectively
- Implement strategies to exceed customer expectations

Course Outline:

1. Principles of Customer Care
 - Understanding customer needs
 - Delivering high-quality service
 - Building customer loyalty
2. Effective Client Communication
 - Communication techniques
 - Active listening and empathy
 - Verbal and non-verbal skills
3. Handling Inquiries and Complaints
 - Professional responses to inquiries
 - Effective complaint resolution
 - Maintaining a positive demeanor
4. Building Client Relationships
 - Establishing client trust
 - Fostering long-term relationships
 - Personalized service strategies
5. Telephone and Email Etiquette
 - Professional phone manner
 - Writing impactful emails
 - Managing online interactions
6. Managing Customer Expectations
 - Setting realistic expectations
 - Delivering on promises
 - Handling difficult situations
7. Feedback and Continuous Improvement
 - Collecting and using customer feedback
 - Service improvement cycles
 - Measuring satisfaction
8. Trends in Customer Care
 - Emerging customer service trends
 - Digital transformation

Training Language:

EN

Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Riyadh | 28-09-2025 | 17,250 SAR

-Preparing for future challenges

Who Should Attend:

-Customer service representatives

-Administrative assistants

-Receptionists

-Client support staff in front-line roles