Customer Service Excellence

MR110

Course Overview:

In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. This customer service training seminar gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage through customer service excellence.

Course Objective:

-To provide bottom line improvements in service delivery, customer growth and profit.
-To increase the level of "Customer satisfaction" by creating service excellence.
-To recognize the need for excellence in VIP customers service in the organization.
-To increase understanding of the needs of other members of staff (internal customer), and hence emphasizing the importance of synergy between front and back liners and improved co-operation and communication

Course Outline:

-Customer Service Awareness
-Understanding the different between good service and great service.
-How to make great customer service a mission.
-Customer focus and orientation and how to achieve customer satisfaction.
-Customer service as top priority in the organization.
-Expanding the idea of who is the customer.
-Generating a service reputation.
-Making service a mission and making the mission real.
-Serving your customers with personally pleasing memorable interactions (PPMI).
-Making VIP customers satisfaction every one's job.
-How to understand the different types of VIP customer.
-Handling customers' inquires and solve their problems effectively.
-Handling conflicts that arise with the VIP customers.
-How to balance between the customer needs and expectations and the company policies.
-Making customer service a win-win situation.
-Effective Communication Skills
-Stimulation through role-plays and with participants work as self-critics.

Who Should Attend:

Customer service representative/staff and management, customer satisfaction/ relation staff and management, and sales staff and management

Training Language:

English-Arabic

Training Methodology:

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

Venue | Date | Fees

Khobar | 29-11-2026 | 14,375 SAR