Customer Services Course In The Retail Sector

MS149

Course Overview:

It's no secret that the retail industry experiences rapid and constant turnover in staff and more competition than ever from online sellers. Keeping customer-service employees upbeat and motivated is no small task, but that is precisely what this course is designed to do. By understanding the importance of providing excellent customer service, participants will be able to overcome some of the barriers that keep them from delivering it now. Additionally, they will learn some important tension-relieving tactics that will help them remain calm when faced with even the most demanding customers whether on the phone or face to face.

Course Objective:

At this program's conclusion, participants should be able to:

-Identify the features of excellent customer service.
-Recognize behaviors and actions that irritate or offend customers.
-Understand how to communicate clearly and respectfully with customers and coworkers alike.
-Explain different customer behavior styles and know how to adjust to each.
-Know how to measure customer satisfaction levels and increase them as needed.
-Understand techniques for dealing with difficult customers.
-Practice stress-reduction techniques as a way of being able to continue delivering the best possible customer service.
-Develop a personal action plan to improve their service skills when dealing with the public.

Course Outline:

-A "Goodie Bag" of Information: How to Make Service Exceptional
-You Gave Me a Trash Bag!: What Makes for Poor Customer Service
-Paper or Plastic?: How to Communicate Clearly
-A Mixed Bag: It's a Communication Jungle Out There
-Toting up the Score: Measuring Customer Satisfaction
-A Handy Bag of Tricks: Managing Difficult Customers
-Just Bag It!: De-Stress for Success
-Proof of Purchase: Wrapping Up

Who Should Attend:

This course is suitable for anyone working in a retail customer service role, at all levels of employment, who wishes to improve their service skills. This includes employees who deal with customers face-to-face or over the telephone.

Training Language:

English-Arabic

Training Methodology:

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