

## Course Overview:

It is essential to accurately measure what your customers want and to develop breakthrough strategies to serve their needs. The heart of any organization can be found beating inside the walls of its customer service department. A satisfied customer's positive "word-of-mouth" endorsement is by far your company's greatest asset and most effective marketing strategy.

The Service Quality & Customer Satisfaction training course gives delegates the best practices, communication skills, conflict resolution strategies, and customer satisfaction assessment tools they require to build a customer-centric organization. Delegates will discover how to use a variety of statistical methods to collect and measure key indicators to identify service quality gaps to improve customer service satisfaction.

The important features of the Service quality & customer satisfaction training course are:

- Advanced measurement tools and statistical assessment methods to sample customer service standards
- Develop conflict resolution skills to work with difficult or aggressive customers to creating win-win situations
- Enhance communication and persuasion skills to improve customer relations
- Incorporate best practices of customer service satisfaction surveys to build a more proactive, customer-centric organization
- Identify customer segments and service requirements for continuous improvement

## Course Objective:

- The important features of the Service quality & customer satisfaction training course are:
- Advanced measurement tools and statistical assessment methods to sample customer service standards
- Develop conflict resolution skills to work with difficult or aggressive customers to creating win-win situations
- Enhance communication and persuasion skills to improve customer relations
- Incorporate best practices of customer service satisfaction surveys to build a more proactive, customer-centric organization
- Identify customer segments and service requirements for continuous improvement

## Course Outline:

### Module 1 -Factors that Build Customer Satisfaction and Loyalty

- Course overview and learning objectives
- Why is measuring customer satisfaction important?
- Breakout session: How to Use Customer Service to Increase Sales
- Using the brainstorming technique to improve customer satisfaction
- Breakout session: Brainstorming Ideas to Enhance the Customer Experience
- Case study: Benchmarking Good and Bad Customer Service Providers
- Customer service lessons from Taxi Terry
- Going the Extra Mile to deliver customer service excellence
- Your attitude makes a difference

## Training Language:

English

## Training Methodology:

The Service Quality & Customer Satisfaction training course is highly interactive and encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, and breakout sessions designed to reinforce new skills.

Pre & Post course assessments will be used to measure the effectiveness of this training and measure the skill and ability of participants.

## Venue | Date | Fees

Riyadh | 10-08-2025 | 17,250 SAR

Khobar | 09-11-2025 | 14,375 SAR

Jubail | 21-12-2025 | 17,250 SAR

- The importance of teamwork and cooperation

- Teambuilding and leadership exercise

## Module 2 -The Voice of the Customer: Measuring and Monitoring Customer Satisfaction

- Managing customer expectations

- Common mistakes in customer satisfaction measurement

- Best practices: Advanced Customer Satisfaction Measurement Tools

- Interpreting body language gestures, eye movement, and handshake styles

- Understanding various types of customers using DISC profiling model

- Practical exercise: Determining Your DISC Profile

- Developing your listening skills

- Practical exercise: Listening Skills Survey

- Questioning skills to uncover customer expectations and service requirements

- Breakout session: Designing a Customer Satisfaction Measurement Survey

## Module 3 - Techniques for Handling Complaints and Working with Aggressive Customers

- Best practices for recording and monitoring customer service issues

- Empowering frontline employees to better serve their customers

- Telephone tips to promote a professional image

- The supervisor's role in conflict resolution and service recovery

- Managing emotions during stressful situations

- Principles of persuasion: Negotiating win / win outcomes

- Giving and receiving customer feedback

- Evaluate service trends for performance improvement

- Working with difficult or aggressive customers

- Breakout session: Developing a Step-by-Step Process for Handling Customer Complaints

## Module 4 - Exceptional Customer Service: Taking Your Organization from Good to Great!

- Benchmarking the characteristics of customer-focused organizations

- How well does your organization communicate the importance of customer service

- Does your mission statement reflect a commitment to customer satisfaction?

- Case study: Xerox Five Pillars of Customer Focused Strategy

- Overcoming communication barriers in the workplace

- Serving internal and external customers

- Your customer service is only as good as your worst employee

- Case Study: Best Practices of Scandinavian Airlines and The Disney Corporation

- Social media and PR damage control

## Module 5 - Leading the Way to Superior Customer Service Satisfaction

- Practical exercise: Developing a Plan of Action

- Goal setting for personal development

- Practical exercise: Time Management Survey

- Time management tips to overcome procrastination and maximize productivity

- The impact of stress on individual and team performance

- Stress management strategies for maintaining peak-performance

-Course review and feedback

**Who Should Attend:**

- Customer Service Professionals
- Sales & Marketing Professionals
- Customer Care Managers and Supervisors
- Team Leaders and Supervisors
- Department Managers
- HR & Training Professionals
- Accounts Personnel
- Public Relations Personnel