



TIMELY
RESPONSE




EVERY
day is
CUSTOMER
day



SERVICE
with a



A 😊 customer is a  customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Fundamentals of Customer service



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Fundamentals of Customer service

Introduction:

Providing better, faster service is what will keep your customers coming back. This is what will give you the competitive advantage you need to survive in a tough business climate. 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 program will learn you how to:

- Improve your communication skills to achieve successful professional interactions with all customers
- Enhance customer relationships and secure an overall competitive advantage
- Manage difficult situations to ensure positive outcomes every time
- Understand your own and customers personality style/behaviours and utilise this information to ensure success

Who Should Attend?

- Anyone who provides a service or product to external or internal customers
- Including customer service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists, small business owners—as well as managers who want to reinforce their skills and train their staff

Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation
- Case Studies and Practical Exercise
- Videos and General Discussions

Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

Course Objectives:

By the end of this course, delegates will be able to:

- Participants attending the programme will:

- Deliver better, faster service and increase customer satisfaction
- Learn how to gain repeat business
- Know what customers expect
- Increase your credibility with customers—and your value to your organization
- Manage stressful situations more effectively
- Recognize the signals of customer irritation—and how to respond appropriately and assist in quickly finding a workable solution to your customer's problem

You will have the opportunity during the workshop to experiment and try out new skills and understanding, before finally deciding how to apply and integrate the learning into your workplace activities.

Course Outline:

DAY 1 - The Benefits of Excellent Service

- Focus on Customer Service Success
- Understand How Customer Service Creates Revenue, Healthy Organizations, and Attractive Employee Benefits
- Appreciate How Delivering Excellent Customer Service Reduces Your Personal Stress at Work

DAY 2 - Professionalism under Pressure

- Understand How Emotions Are Created
- Develop Mental Strategies for Remaining Optimistic and Calm Under Pressure

- Use Body Language to Control Your Emotional State
- Honor Negative Emotions Positively
- Change Your Emotional State in Three Minutes to Avoid Negative Emotional Carryover
- Internal Customer Service
- Identify Internal and External Customers
- Appreciate That Internal Service Is Just as Important as External Service
- Understand the Two Levels of Customer Service
- Have Influence over Issues You Can't Control

DAY 3 - Managing Customer Expectations

- Appreciate That Customer Satisfaction Is Based on Perceptions
- Identify Your Customers' Top Two Expectations
- Recognize That You Can Save Time and Reduce Stress by Focusing on the Top Two Expectations of Customers
- Prepare Yourself to Handle Customers by Knowing How and Where They Get Their Expectations
- Managing Customer Expectations by Personality Style
- Understand Yourself and Your Own Personality Style
- Understand and Identify the Personality Styles of Others
- Avoid Taking Things Personally
- Expand Your Communication Skills to Get Along Easily with More Customers

DAY 4 - Personalized Listening Skills

- Build on Your Listening Strengths
- Reduce Your Listening Liabilities
- Identify Your Customer's and Your Own Listening Style
- Create Rapport with Customers More Easily to Have More Influence
- Vocabulary, Telephone, and E-mail
- Appreciate the Power of Words
- Avoid Creating Negative Impressions with Words

- Use Persuasive Language Patterns
- Stand Out on the Telephone
- Write E-mail Quickly That Customers Will Read and Understand

DAY 5 - Dealing with Difficult Customers

- Recognize and Respond Effectively to Specific Customer Behaviors
- Understand the Physiology of Anger
- Listen to an Angry Customer So That They Calm Down
- Turn an Angry Customer into a Happy Repeat Customer Using a Recovery System
- Remain Calm during Interactions with Angry Customers by Applying Emotional Management Tools