

“Customer satisfaction” Training program (English Material)

Course length: 10 Hours @ 2 days

Objectives

To maximize business performance in the future, managers must focus on their most valuable assets " their customers ", today putting customers first help you to build your customer loyalty, this lecture will help you to know all the knowledge & all the skills required to really satisfying your customers and meet all customers needs and increase your customer loyalty and enlarge your customer base and your market share.

Course Outline:

- Definition of customers
- Why put customers first
- Types of customers
- Describe customer service verses customer satisfactions
- Technique of personalize service
- Importance of talking to customers
- How to approach your customers
- Management role in customer satisfaction
- Creating customer care culture in your organization
- Statistics about customer satisfactions
- Providing customer support
- Developing products and service
- Focusing on your best customers
- Technique of handing complaints
- Recovering unhappy customer
- Different ways to manage your stress