

“Customer Services” Training program (English Material)

Course Length: Two full days (8 hours) or (3 hours x 4 days = 12 hours)

Brief Description

Customer service is an integral part of our job and should not be seen as an extension of it. A company’s most vital asset is its customers. Without them, we would not and could not exist in business.

When you satisfy our customers, they not only help us grow by continuing to do business with you, but recommend you to friends and associates.

Objectives

At the end of this course you will be learn how to:

- Build professional service
- Communicate effectively
- Manage the customer and his call

Contents

Concepts & Principles Module One: Connect With Professional Service

- Describe the factors that influence a customer's perception of service
- Describe the role of voice tone in communication success
- List indicators of successful communication
- List the factors of effective listening
- Demonstrate paraphrasing techniques
- Describe how to set and manage customer expectations
- Explain the value of a complaint

Identify communication preferences

Module Two: Communicate Effectively

- Describe a professional greeting and manner that conveys respect and caring
- Conduct professional holds and transfers

Module Three: Manage the Call

- List four types of questions used to maintain call , Provide responses to difficult customer questions truthfully ,and without jeopardizing the customer's positive perceptions

Module Four: Manage the Customer

- Identify difficult customer characteristics and tactics to work with them
- Employ techniques to manage customer anger
- Differentiate between positive and negative trigger phrases
- List steps in professionally saying no to a customer
- Follow handoff procedure in escalating a call