



External Training Course

Customer Management Specialist (Managing Service Quality and Customer Satisfaction)

From 15 Jan. To 19 Jan. 2024

From 19 Feb. To 23 Feb. 2024

From 29 Apr. To 03 May 2024

NH Collection Milano, Milan, Italy

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INTRODUCTION

Customers always were the life-blood of any enterprise. The rise of Internet technologies and especially Social Media has re-shaped the entire business environment, destroying many traditional points of Strategic Differentiation and making the Customer Experience, the central point of their Strategy. The Customer Experience is the last sustainable Strategic Battleground. To survive in this New World, companies must use skills, tools and techniques to ensure the Customer's Experience is front and centre in their proposition. The strategic goal for any enterprise must be to understand what the customer decides is quality and then to be able to produce and deliver that quality in a consistent, cost-effective manner. In this training course, you will:

- Learn about Customer Service and Quality Management Tools.
- Learn how to improve Customer Satisfaction.
- Improve your people skills.
- Learn how to proactively manage and control expectations.
- Develop tools and models to enable you to consistently deliver a high-quality product or service to both internal and external customers.
- Understand how to thrive in this new world of SEO, Social Media and Instant, 'Always on' peer-review.

OBJECTIVES

Describe how to use Quality Management tools and methods

Build strong customer relationships

Help influence and set customer expectations

Measure their own degree of customer focus and be able to apply a variety of methods to get closer to the customer

Implement improved people skills to enhance customer service

Improve service to internal customers as well as external customers

Use skills to build effective relationships.

Develop Strategies and Skills for harnessing Internet and Social Media tools to create and maintain meaningful and sustainable relationships with Customers.

TRAINING METHODOLOGY

The Customer Management Specialist training course will be highly participative and will include a wide range of methods including presentations, discussions, videos, case studies and exercises. We will look at examples of Global Best Practices in the use of Social Media tools and tactics in Customer Relationship Management. Where appropriate, these will include real issues brought to the training course by delegates.

COURSE OUTLINES:

Day 1: Introducing Quality Management and Customer Services

- Introduction to Quality Management
- The history of Quality in Business
- Basic Quality Concepts
- What is it that Customers Want
- How can we calculate the total cost of Quality
- Customer satisfaction is a perception and can be managed
- Setting Customer Expectations
- Changing Internal Perceptions
- Getting Closer to Customers, Understanding Value
- Understanding Customer Needs and Expectations
- Commitment Starts at the Top of the Organisation

Day 2: Service Quality Tools & Techniques

- Five steps to Effective Quality Management
- Beginning with measurement
- Then we need methods of Control
- Continuous Improvement
- Service Quality Tools and Techniques
- Tools and approach to be used to include
 - Integrated Quality Management Systems
 - Balanced Scorecard
 - Questionnaires
 - Nominal Group Technique
 - Solution Effect Analysis
 - ISO
 - Six Sigma
 - Pareto Analysis
 - Cause and Effect Analysis
 - Selection Grid

Day 3: Managing Customer Expectations

- Exceeding customer expectations every time
- Determining how to exceed expectations
- It's the little things that matter – *increased satisfaction at minimal cost*
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction
- Maximise the value you deliver
- Understanding different customer styles

Day 4: People Skills to Deliver Excellent Customer Service

- Back to basics – *communicating with our customers*
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with Difficult Customers
- Understanding Customer Behaviours
- Understanding where Anger comes from
- Developing Emotional Intelligence

Day 5: Operating Virtually & Making it Happen

- Best Practices in using Social Media
- Search Engine Optimization Masterclass
- Using the tools, models and techniques discussed so far in 2 case studies
 - A Real-Life case study (*in small teams*)
 - Your own work situation (*in same-company groups or alone*)
- Producing a Plan of Action to take back to the office
- How to improve customer satisfaction in 5 quick steps