



External Training Course

Customer Service Excellence: How to Win and Keep Customers

From 12 Feb. To 16 Feb. 2024

From 04 Mar. To 08 Mar. 2024

From 29 Apr. To 03 May 2024

UK, London, Marriott Marble Arch Hotel

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External Training Course:

**Customer Service Excellence: How to Win and
Keep Customers**

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Course Description

(Providing customer service excellence is what will keep your customers coming back).

Customer service excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain 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 training seminar on providing good customer service gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage through customer service excellence.

How You Will Benefit

- 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.

What You Will Cover

- The benefits of providing good customer service.
- Focusing on customer service excellence and success.
- How customer service creates revenue.
- Why customer satisfaction is based on perceptions.
- Focusing on customers' top two expectations to save time and reduce stress.
- Managing customer expectations by personality style.
- Dealing with difficult customers.
- Responding effectively to specific customer behaviors.

Extended Training Course Outline

Learning Objectives

- Deliver Better, Faster Service.
- Increase Customer Satisfaction.
- Gain Repeat Business.
- Increase Your Credibility with Customers—and Your Value to Your Organization.
- Better Manage Stressful Situations.

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.

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.

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.

Personalized Listening Skills

- Build on Your Listening Strengths.
- Reduce Your Listening Liabilities.
- Identify Your Customer's and Your Own Listening Styles.
- 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.

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.

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