

# € TRAINING

Customer Service Mindset



28 October -  
1 November 2024  
Casablanca (Morocco)  
New Hotel



# Customer Service Mindset

REF: V348 DATE: 28 October - 1 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program will provide each member of your customer service team with a big picture perspective of their potential, along with a highlighted awareness of their responsibility for achieving excellence and the choices and actions that will drive these result.

## Program Objectives:

At the end of this program the participants will be able to:

- Analyze basic behavioral patterns of different customer personality profiles.
- Practice the skills for dealing with customers and handling their complaints.
- Understand the concept of service mindset and ways of developing it within their organization.

## Targeted Audience:

- Managers.
- Supervisors.
- Employees whose duties involve contacting and dealing with internal and external customers.

## Program Outlines:

### Unit 1:

#### The Principles of Customer Service:

- Definition.
- Concepts of Customer Service.
- Serving the Internal and External Customer.
- Understanding the Needs of Internal and External Customers.

### Unit 2:

#### The Principle Foundation for Superior Customer Service:

- Strong Relationship.
- Superior Service.
- Professional Behavior.

### Unit 3:

#### The Customer Service Mindset:

- Components of the Mindset.
- Strategies for Building the Mindset among the Staff.

### Unit 4:

#### Different Customers Personalities:

- Understanding Their Personalities.
- Tips for Dealing with Difficult Personalities.

### Unit 5:

#### Attaining Customer Satisfaction:

- Meeting Their Needs.
- Exceeding Their Expectations.
- Delighting and Surprising Them.

#### Handling Customers Complaints:

- Types and Levels of Customer Complaints.
- Handling Complaints: Process and Behavior.

#### Effective Communication with Customers:

- Active Listening.
- Overcoming Communication Barriers.
- Reading Customer Body Language.