

# € TRAINING

Customer Service Excellence



11 - 15 August 2024  
Cairo (Egypt)



# Customer Service Excellence

REF: V344 DATE: 11 - 15 August 2024 Venue: Cairo (Egypt) - Fee: 3520 Euro

## Introduction:

This program is designed to enhance participants' ability to deliver exceptional customer service, focusing on building strong customer relationships, effective communication, and service strategies that drive satisfaction and loyalty. It empowers them to develop the skills necessary for creating positive customer experiences and managing challenging situations.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the core principles of excellent customer service.
- Apply effective communication techniques to enhance customer interactions.
- Build strong relationships that foster customer loyalty.
- Manage and resolve customer complaints with confidence.
- Implement strategies to maintain consistent service excellence.

## Target Audience:

- Customer Service Managers.
- Frontline Customer Service Representatives.
- Sales and Support Staff.
- Customer Experience Specialists.
- Professionals involved in client-facing roles.

## Program Outline:

### Unit 1:

#### Principles of Customer Service Excellence:

- Understanding customer expectations and service excellence.
- The impact of customer service on business success.

- Developing a customer-centric mindset.
- Identifying and meeting customer needs effectively.
- Key performance indicators KPIs for customer service excellence.

## Unit 2:

### Effective Communication in Customer Service:

- Verbal and non-verbal communication techniques.
- Active listening skills to understand customer concerns.
- Enhancing customer interactions through clear and empathetic communication.
- Handling difficult conversations and managing customer emotions methods.
- Techniques for delivering service excellence through digital channels.

## Unit 3:

### Building Customer Relationships and Loyalty:

- The importance of relationship-building in customer service.
- Strategies for creating memorable customer experiences.
- Personalized service and its role in customer loyalty.
- Customer retention strategies and long-term relationship management.
- Case study: Building lasting relationships through exceptional customer service.

## Unit 4:

### Managing Customer Complaints and Conflict Resolution:

- Identifying the root cause of customer complaints.
- Best practices for handling and resolving complaints quickly.
- Turning dissatisfied customers into loyal advocates.
- Conflict resolution techniques for service professionals.
- Maintaining professionalism in challenging situations.

## Unit 5:

### Continuous Improvement in Customer Service:

- Measuring customer satisfaction and service performance.
- Gathering and acting on customer feedback for improvement.
- Implementing continuous improvement initiatives in service delivery.
- Importance of Creating a culture of service excellence within teams.
- Leveraging technology to improve customer service processes.