

# € TRAINING

Certified Customer Service Professional



18 - 22 November 2024  
Casablanca (Morocco)  
New Hotel



# Certified Customer Service Professional

REF: V357 DATE: 18 - 22 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Every front-line employee needs a solid grounding in 'customer service' skills. As can be expected in this course, the subjects covered tackle most of what is needed by anyone interacting directly with internal or external customers. This course will cover everything from the most appropriate behavior and communication with customers, to tools and techniques used to analyze the level of service and improve it to ensure customer delight.

## Program Objectives:

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

- Define customer service and break it down to its most basic dimensions.
- Explain the critical link between 'attitude' and 'technique' to consistently deliver an excellent level of service.
- Use a variety of tools such as 'gap analysis' and 'RATER' to provide a level of service that is second to none.
- Analyze basic behavioral patterns of different customer personalities and the best way to deal with them.
- Discuss and practice the techniques of effective communication skills with customers.

## Targeted Audience:

- Managers and Supervisors.
- Customer Service Staff.
- Staff in departments who deal directly with external customers or whose job is to support other entities.

## Program Outlines:

### Unit 1:

#### Fundamentals of Customer Service:

- Understanding the importance of customer service excellence.
- Defining customer service standards and expectations.
- Recognizing the role of communication in customer interactions.
- Learning techniques for active listening and empathy.

- Identifying strategies for handling customer inquiries and complaints effectively.

## Unit 2:

### Building Customer Relationships:

- Establishing rapport and trust with customers.
- Developing personalized approaches to meet diverse customer needs.
- Cultivating customer loyalty through proactive engagement.
- Addressing customer concerns and resolving conflicts professionally.
- Implementing strategies for building long-term customer relationships.

## Unit 3:

### Service Excellence and Problem-Solving:

- Recognizing the significance of service excellence in customer satisfaction.
- Implementing problem-solving techniques to address customer issues.
- Applying critical thinking skills to resolve complex customer challenges.
- Developing strategies for anticipating and preventing service failures.
- Utilizing feedback mechanisms to continuously improve service quality.

## Unit 4:

### Effective Communication in Customer Service:

- Understanding the principles of effective communication.
- Practicing clear and concise communication techniques.
- Utilizing verbal and non-verbal communication skills to convey empathy.
- Handling challenging communication scenarios with professionalism.
- Enhancing communication through active listening and feedback.

## Unit 5:

### Continuous Improvement and Professional Development:



- Embracing a mindset of continuous improvement in customer service.
- Implementing feedback loops to gather customer insights.
- Participating in ongoing training and development programs.
- Leveraging technology and tools to streamline service processes.
- Setting personal goals for professional growth and advancement.