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Team Power International
Where Your Winning Future Begins



**LEADERS IN APPLIED
INTERACTIVE TRAINING**

CS03E



**In-House
Training**

CUSTOMER CARE FOR FRONTLINE STAFF

Identify areas for improvement and achieve service excellence



OVERVIEW



PRIMARY OBJECTIVES & BENEFITS

Customer service is more important now than it has ever been. Few organizations deliver excellent customer service and frontline staff are vital in maintaining and improving an organization's reputation. This interactive program will raise individual's confidence in dealing with angry and frustrated customers by understanding the use of positive communication techniques and the use of empathy rather than sympathy. The workshop will ensure that all participants develop skills and understanding of customer care that delivers excellence. By completing this course, delegates will be able to deliver a consistently high standard of customer care to both external and internal customers.

This workshop will help participants to learn:

1. How to distinguish between poor, average and excellent customer care.
2. The four main styles of communicating with customers.
3. How to ask appropriate questions.
4. How to improve the skill of listening to the customer.
5. How to give the best impression of self, team and organization.
6. The importance of the internal customers.
7. Why customers complain.
8. How to deal with complaints effectively.
9. Techniques for dealing with challenging situations.



WHO SHOULD ATTEND?

Front line staff whose role involves significant customer interaction. This could be face to face communication, use of the telephone or electronic media.



CUSTOMER CARE FOR FRONTLINE STAFF

Identify areas for improvement and achieve service excellence

Module 1 - What Is Excellent Customer Care?

- Good and not so good practice in customer care from personal experience
- Internal and external customer expectations
- The features of excellent customer service
- Barriers to excellence
- The principle of UPOD

Module 2 - Communication Styles

- Four main communication styles
- Analysis of own preferred style(s)
- Achieve good communication
- Things to avoid in communication
- How this applies to each delegate's role

Module 3 - Communicating With The Customer (Part 1)

- How do my customers see me?
- Barriers to good communication
- Communication breakdown, how to avoid it
- Questioning skills
- Helpful and unhelpful phrases
- Importance of preparation, documentation

Module 4 - Communicating With The Customer (Part 2)

- The importance of listening to customers
- How good are my listening skills?
- We might not listen with 100% concentration
- Practical listening exercises
- How to improve listening skills

Module 5 - Complaint Handling

- Different kinds of complaints, their effects
- Why customers might complain and why it is vital that they be managed well
- Handle justified, unjustified complaints
- The importance of accurate record keeping
- The importance of follow up

Module 6 - Review And Evaluation

- Impression we want to make of ourselves, our team and our organization
- What barriers may there be
- Application of the principles covered
- Action planning: things to be done differently
- Spread learning to other team members

PROGRAM HIGHLIGHT

Duration: 3 days
Date: To be Agreed with the Client Organization
Timing: 8:30 am to 2:30 pm daily
Venue: Suitable & fully equipped venue (to be provided by Customer)
Notice required: 10 working days

Language: English or Arabic
Material: Participants will be provided with high quality handouts
Certificates: Certificates of Completion shall be provided to participants upon successful attendance of the training program
Fees: Inclusive of facilitator's fees, materials and certificates