



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Sales, Marketing & Customer Care Package

Customer Service: Your Business's Game-Changer



8 Hours



In-Class

Center of **Excellence** and **Knowledge Hub**

www.ebi.gov.eg

Course Description:

In competitive markets where your customer service practices directly impact customer satisfaction and revenue; all businesses strive to win over customers. To stand out from rivals and show customers that you care about them, ensure your team is up to speed on customer support best practices- because every interaction counts.

Target Audience:

This course is for customer service department targeting junior level who wants to have a practical solution and the right skills and attitude to handle customer.

Course Objectives:

By the end of the course, participants will be able to:

- Identify different customer services principles
- Recognize the opportunity that exists to develop increased lifetime value.
- Identify the skills and knowledge required to be a professional customer care representative and build customer rapport.
- Identify 10 different best practice customer service techniques that can be used immediately back on the job for handling angry customers.

Course Outlines

Module 1: Realities of Customer Service Today

- The realities of customer service today
- ROI of customer success
- Dealing with the different customer generations
- Customer lifestyle questioning

Module 2: This Thing Called Loyalty

- Defining a lifetime customer
- 7 Reasons to Develop Lifetime Customers
- Loyalty drivers
- What Drives True Loyalty
- Plus one's
- Lifetime value of customers
- Why customers leave

Module 3: Having the Right Skills & Attitude

- Attitude, skills and knowledge
- Characteristics of high performing service providers
- Strategies for building rapport with customers

Module 4: Customer Service Best Practice Techniques

- Service Recovery Strategies
- Managing Angry Customers and Strong Emotions
- Guiding Customer Actions and Directions
- Handling Customer Arguments
- Responding to Customer Issues
- Addressing Customer Displeasure
- Turning Negatives into Positives
- Correcting Misinformation
- Admitting Mistakes
- Responding to Discount Requests
- Dealing with Customer Threats

Course Duration

- 1 Day - 8 hours
- 09:00 AM – 5:00 PM

Delivery Method

In-class

Assessment Strategy

- Participation
- Group Exercise
- 60 % Cut of score of total grades which is "100"

Course Language

- Material: English
- Instruction and Explanation: Bilingual (EN/AR)

HOTLINE
15200
One number to better serve you!

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