

Sales & Marketing & Customer Care



258-P26-CE



In-Class



8 hours



EGP 2,670

Course Description:

This course is focused on the best learning experiences occur when you learn specific concepts, then practice them during the training, and walk out with a solid technique you can apply the next day on the job.

Target Audience:

This course is designed for customer service staff and professionals at all levels

Course Objectives:

- Explain the realities of customer service today
- Explain how to sharpen your listening skills and memory
- List ten best practice customer service techniques

Course Outline:

Module 1: Realities of customer service today

- The realities of customer service today
- ROI of customer success
- Dealing with the different customer generations (Gen X, Gen Y, Baby Boomers, traditional)
- Customer lifestyle questioning

Module 2: Sharpen your listening skills and memory

- Stages of consciousness
- Active listening skill practice
- Memory tips and tricks
- Acknowledge the words and the emotions

Module 3: Ten Customer Service Best Practice Techniques

- The service recovery catch
- When dealing with angry customers and customers showing strong emotions
- When you want customers to do something or follow your direction
- When the customer is arguing
- When the customer tells you they are having an issue
- When the customer expresses displeasure

- When turning negative experiences into positive ones
- When the customer has been given wrong information
- When we are in the wrong
- When a customer requests a discount
- When a customer threatens to defect in competition

Assessment Strategy

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English.

Prerequisites:

None.