



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

# Pathways to Service Excellence



## Customer Growth & Experience Excellence



285-P26-VE



Virtual



7 hours

### Course Description:

This course is focused on the best learning experiences that 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:

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

##### Session One: Modern Customer Service

- The realities of customer service today
- ROI of customer success
- Dealing with the different customer generations (GenX, GenY, Baby boomers, traditional)
- Customer lifestyle questioning
- Assignment

#### Module 2: Sharpen your listening skills and memory

##### Session One: Listening Skills

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

#### Module 3: Ten Customer Service Best Practice Techniques

##### Session One: Handling Customers

- 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 to competition
- Assignment

### Assessment Strategy:

- 40 % Assignments between sessions
- 60 % Participation
- 60 % Cut off score of total grades which is "100"

### Course completion will grant participants:

0.6 CEUs

### Course Language:

- Training Material: English
- Facilitation: Bilingual

### Prerequisites:

None