

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Advanced Customer Service Management

Code	City	hotel	Start	End	price	Language - Hours
SM-480SA	Riyadh	Hotel Meeting Room	2026-12-06	2026-12-10	9950 SR	En - 25

INTRODUCTION

There has been no time in history when customers have had so much choice of where to get service and goods. The internet has revolutionised the market place: customers can research, purchase and review products and services from the comfort of their own home, or office. Customer expectations have heightened. They demand consistent, professional and effective service from their suppliers. This highly interactive and fun programme examines in depth how to build lasting rapport and mutual respect with your customers while you uncover their needs, match them, build respect and maintain customer loyalty.

This programme will enable you to:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioural tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customers' needs and how to satisfy them
- Explore the basics of Neuro Linguistic Programming (NLP) and Emotional intelligence and discover how they can help you to improve your customer services management
- Influence with integrity and crystal clear communication

PROGRAMME OBJECTIVES

- The art of building lasting rapport and lasting relationships with colleagues, customers and friends
- How to modify your own behaviour to match other's

- The model for establishing good working relationships
- An ability to influence with integrity
- An ability to use influencing skills and techniques to build ongoing and long term relationships with key customers
- To be able to create and adapt crystal clear models for communication between your organisation and it’s customers
- How to build co-operation and commitment
- A greater understanding of your customers’ needs and how to satisfy them
- An ability to tailor services to meet your customers needs
- Long term relationships between your organisation and it’s customers
- An ability to be more versatile in every customer facing situation
- The ability to recognise behaviours that may cause conflict in the future, enabling you to defuse awkward, and sometimes critical, confrontations with colleagues and customers alike

TRAINING METHODOLOGY

Participants will learn by active participation throughout the programme, using programme materials, exercises, training videos and discussions of relevant organisational issues.

PROGRAMME SUMMARY

- The behavioural patterns of others and demonstrates how you need to change your own in order to communicate, influence and negotiate more effectively with them
- Looks beyond the traditional “Customer Service” models by examining different behavioural patterns and creating strategies to deal with each.
- In depth processes necessary to ensure a successful conclusion, for all parties, in every customer facing situation
- The powerful tools of NLP (Neuro Linguistic Programming) & Emotional Intelligence

PROGRAMME OUTLINE

The world of customer service excellence

- Customer service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer
- The role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organisation
- What do you want your customers to say?
- Myths and legends about customer service

Gaining a greater understanding of your company

- From judgements to behavioural flexibility
- Behavioural traits and how to identify them
- Modifying your own behaviour to match other's
- Building lasting rapport
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Non verbal clues that show if someone is telling the truth

Communication masterclass

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters to communication

- Metaphors & Models
- Using perceptual positions to understand your customers' point of view
- Logical levels of change
- Building climates of trust
- Creating well formed outcomes
- Communication skills exercises

Influencing with integrity

- The importance of value sets in modern day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing – what do they mean?
- Internal and external references
- Coaching – a tool for self and others
- Influencing exercises

Conflict, challenge and closure

- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning session – dealing with your own customers

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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