

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: Customer Service Mindset

Code	City	hotel	Start	End	price	Language - Hours
SM-458SA	Al Baha	Hotel Meeting	2027-07-25	2027-07-29	10950 SR	En - 25

Program Objectives

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

- Analyze basic behavioral patterns of different customer personality profiles.
- Practice the skills for dealing with customers and handling their complaints.
- Understand the concept of service mindset and ways of developing it within their organization.

This Program is designed for

All managers, supervisors and employees whose duties involve contacting and dealing with internal and external customers. This program is worth 15 NASBA CPEs.

Program Outline

The Principles of Customer Service
• Definition and Concepts of Customer Service

Serving the Internal and External Customer
• Understanding the Needs of Internal and External Customers

The Principle Foundation for Superior Customer Service
• Strong Relationship
• Superior Service
• Professional Behavior

The Customer Service Mindset
• Components of the Mindset
• Strategies for Building the Mindset among the Staff

A Profile of Different Customers Personalities
• Understanding Their Personalities
• Tips for Dealing with Difficult Personalities

Attaining Customer Satisfaction
• Meeting Their Needs
• Exceeding Their Expectations
• Delighting and Surprising Them

Handling Customers Complaints
• Types and Levels of Customer Complaints
• Handling Complaints: Process and Behavior

Effective Communication with Customers
• Active Listening
• Overcoming Communication Barriers
• Reading Customer Body Language

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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