

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: Professional Customer Service

Code	City	hotel	Start	End	price	Language - Hours
SM-304SA	Jeddah	Hotel Meeting Room	2026-11-29	2026-12-03	9950 SR	En - 25

Program Objectives

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

- Understand the importance of a customer service culture in a competitive environment.
- Practice the techniques of managing customer expectations and delighting customers.
- Define the process of managing a customer complaint system.
- Agree and practice strategies for service recovery aimed at regaining customer loyalty.
- Analyze basic behavioral patterns of different customer personalities and the best way to deal with them.

Program Outline

Customer Service

• Definitions and Concepts

The Role of the Customer Service Executive

• The Principles of Customer Service

Principle Foundation of Superior Customer Service

• Strong Relationship

• Superior Service

• Professional Behavior

A Profile of Different Customer Personalities

• Ways of Dealing with Them

Managing a Customer Complaint System

• Types of Customer Complaints

• Handling Complaints: Process and Behavior

• Complaint Management Standards

• Elements of a Complaint Management System

Attaining Customer Satisfaction through Quality Measures

• Components of Quality Service

• Elements of the RATER Model

Managing Customer Expectations

• Strategies and Actions to Delight Your Customers

Strategies for Service Recovery from a Major Crisis

• Analyzing the Reasons for the Crisis

• Taking Action to Raise the Level of Customer Loyalty by Dealing with the Crisis

Developing a Customer Service Culture within Your Organization

• The Mindset and the Toolset

• Polishing Your Perception Points

• Keeping Track of Service

Effective Communication with Customers

• Active Listening

• Overcoming Barriers to Effective Communication with Customers

• Re

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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