

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: Achieving Excellence in Customer Service _ Providing a Quality Service

Code	City	hotel	Start	End	price	Language - Hours
SM-470SA	Jeddah	Hotel Meeting Room	2027-10-31	2027-11-04	9950 SR	En - 25

Introduction

Achieving customer service excellence is not accomplished by accident, nor is it attained without effort and teamwork. It requires well–trained customer service professionals who have a passion for providing quality service. This dynamic, five-day course emphasizes the professional communication skills and actions that create the foundation for continuous improvement.

In today’s customer-oriented business environment, “people skills” are critical for career advancement and organisational effectiveness. The programme emphasis the importance of providing customer service excellence in a competitive environment, proven strategies for service recovery, and negotiation techniques for dealing with difficult customers in a professional manner.

- Identify key components that promote customer retention and loyalty
- Describe the practices of a world-class customer service provider and model their own performance on those practices
- Utilize interpersonal skills as vital tools in the provision of customer service
- Develop a customer-focused mindset for continuous improvement
- Improved conflict resolution skills

Objectives

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills

- Demonstrate how to deal with difficult customers effectively
- Set SMART objectives and goals to increase daily productivity
- Utilize stress management techniques to reduce tension

Training Methodology

This dynamic, 5-day seminar is highly interactive and encourages delegate participation through a combination of group discussion, videos, role-play exercises, case studies and breakout sessions. This seminar will include benchmarking best practices to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use and facilitate learning. Delegates are provided a comfortable, enlightening learning experience that gives them the latest insights, techniques and best practices to promote long-term customer satisfaction and loyalty.

Organisational Impact

- A shared organisational customer service vision
- A streamlined customer service feedback system
- Improved intra/ inter departmental communication
- A highly motivated and focused workforce
- Increased competency and communication skills
- Increased customer retention and revenue growth

Personal Impact

- An increased appreciation for their role in helping their organisation achieve customer service excellence
- Up to date techniques and methods to help them provide world-class service
- Enhanced leadership and communication skills required to excel in their career
- Increased confidence in their abilities to work professionally with difficult or upset customers
- The insight to adjust their own temperament style to become more versatile,

adaptable and highly successful
- Improved time management skills and increased productivity

SEMINAR OUTLINE

DAY 1 : Setting the Standards for Customer Service Excellence

- The benefits of providing excellent customer service
- Breakout session: How to use customer service to promote customer loyalty
- Case study: The best and worst customer service provdiers
- The WOW Factor: Going the extra mile…and then some!
- The importance of managing internal and external customer expectations
- First impressions: What do your customers see and hear?
- Understanding and working with the four customer styles
- Practical exercise: What is your individual personality type?

DAY 2 : Communicating the Customer Service Message

- How well does your organisation communicate the importance of customer service?
- Understanding your customer’s nonverbal communication
- Tips for building trust and rapport quickly…face-to-face or on the telephone
- What is your preferred learning style?
- Developing your active listening skills to enhance communications
- Use questioning techniques to identify a customer’s expectations and service requirements
- Telephone tips to promote a professional image
- The dos and don’t of written communication

DAY 3 : Service Recovery: Handling Complaints and Difficult Customers

- The importance of customer complaints and why they should be encouraged
- Six steps to service recovery

- Case Study: Best Practices of Scandinavian Airlines and The Disney Corporation
- Strategies to help calm upset customers
- Managing emotions during stressful situations
- Empower employees to get the job done
- Breakout session: Step-by-step process for handling a customer complaint
- Role-play exercise: Dealing with upset customers

DAY 4 : Principles of Persuasion

- Requesting feedback from customers and colleagues
- The art of giving and receiving feedback
- Case study: Best practices - Xerox’ Five Pillars of Customer-focused Strategy
- Negotiating mutually beneficial outcomes
- Words and tones to avoid
- The RATER Model: Five dimensions of customer service excellence
- Best practices for call handling, documentation and quality assurance
- Measuring and monitoring for customer satisfaction

DAY 5 : Getting the Right Customer Service Attitude

- The importance of attitude and teamwork
- Focusing on continuous improvement
- Stress management tips to increase productivity
- Practical exercise: What are your biggest “timewasters” that block productivity?
- The customer service mission and vision
- Setting personal and professional goals
- Practical exercise: What is your Action Plan?
- End of course review and delegate feedback

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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