



An Intensive 3-Day Online Training Course

# Customer Service Excellence

## PROGRAMME SUMMARY

- Learn how delivering excellence in customer service is a way of driving greater return on investment
- Understand and be able to articulate why business must be aligned around the customer to succeed
- Understand the role of strong leadership as an aid to decision making on customer service issues
- How to encourage a philosophy and culture of 'living and breathing customer service excellence' in your organisation
- How to ensure you are attracting, motivating and retaining the best people
- Why skills training and development in staff is essential to excellence in customer service
- How to use high performance coaching techniques
- How to encourage positivity in the workplace
- Learn how to use Social Media effectively to create and maintain meaningful Customer Relationships that pay.

Date	Venue	Fee(\$)
13 - 15 Jun 2021	Live / Online	US \$ 1,800
08 - 10 Aug 2021	Live / Online	US \$ 1,800
12 - 14 Sep 2021	Live / Online	US \$ 1,800

## INTRODUCTION

The Internet has changed everything!

In this 365/24 'Always on' Business environment comparison websites and Search Engines have reduced many Brands to commodities. Traditional points of differentiation have been eroded and customer switching has never been easier. At the same time, these technologies, particularly through peer-review websites and Social Media, have promoted the customer experience to the very highest levels.

The entire game is now about the Customer Experience. Consequently, Customer Service Excellence has never been more important.

This fast moving, highly interactive Customer Service Excellence online training course draws upon the very latest thinking, tools and research into customer behaviours and the psychology of buying to enable attendees to fully understand what is required to ensure their customers, whether they be external 'paying' customers, or internal 'colleague' customers, get the very best experience possible.

This EuroMaTech online training course delves into the precise meaning of value, what it is that customers actually value and what an organisation can do to ensure it, perhaps uniquely, can deliver it. Application of the tools and techniques demonstrated on this online training course will enable attendees to provide dramatic increases in Customer service, leading to customer retention and increased revenues. It will also show how organizations can fully harness the power of Social Media to augment their brands and create meaningful dialogues with Customers.

**Participants will develop the following competencies:**

- Understand and be able to exploit, the relationship between Price, Quality and Value
- Understand which activities add value and which destroy it
- Gain invaluable insights into the workings of the customers mind; how influence works and understand the science of persuasion
- Develop tools and techniques that will consistently build value and enhance both the customer's experience and also the organisation's profits.
- Learn from best practice examples how to use Social Media to create meaningful, compelling and enduring relationships with Customers.

Classroom  
 learning service  
 available



## TRAINING METHODOLOGY

This EuroMaTech online training course is designed to be highly interactive, challenging and stimulating. Delegates will learn by a combination of active participation using training course materials, case study review, discussion, syndicate group work, skills practice exercises, training videos and exploration of relevant organizational issues. This Customer Service Excellence online training course synthesizes use of relevant organizational theory and customer service best practice with core communication strategies and skills.

## In-house Training

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on [inhouse@euromatech.ae](mailto:inhouse@euromatech.ae) for further information and/or to receive a comprehensive proposal.



+971 50 196 6003

**Email Address:**  
[info@euromatech.ae](mailto:info@euromatech.ae)

**Website:**  
[www.euromatech.com](http://www.euromatech.com)

## WHO SHOULD ATTEND

- Customer Service Professionals, Managers, Quality Management Personnel, Voice of the Customer Analysts
- Brand Managers
- Entrepreneurs looking to out-compete the 'big-boys'
- All specialists responsible for building and sustaining their company's reputation for customer service excellence.
- Marketing Professionals looking to gain and maintain a compelling strategic edge

## PROGRAMME OBJECTIVES

- Understand the true meaning of value and how customer service is the key to success
- Improve service delivery standards, reflected in higher levels of customer satisfaction and sustainable bottom line profits
- Understand how to build a customer focused culture
- Learn how to lead customer service performance and professionalism in their organisation
- Learn how improving customer service will improve business performance and the customer's experience
- Gain the necessary skills to recruit, train and motivate staff
- Understand how to develop and improve internal service standards
- Use the latest online tools (including Social Media) to create meaningful, enduring and profitable relationships with customers.

## QUALITY CERTIFICATIONS & ACCREDITATIONS



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# COURSE OUTLINE



## Day 1

### The Business Case for Customer Service Excellence

- Why excellence in customer service is a hot business boardroom issue
- Understanding what your customers expect
- Benchmarking for competitive success, but understand that benchmarking is not always the answer
- Meeting and exceeding changing customer expectations
- Assessing your organisational culture for customer service focus
- Core foundations for building a customer centric culture
- Overcoming obstacles to customer service excellence

## Day 2

### Improving Customer Service Standards

- Showing your customers you are serious about providing customer service excellence
- Creating a vision for customer service excellence and continuous learning in your organisation
  - » Applying continuous learning strategies to customer service excellence
- Understanding different customer types and how to respond to them
- Resolving customer service challenges positively
- Understanding the Customer's 'Pain-Points' and the 'Moments of Truth'
  - » The six hats problem solving approach
  - » Shifting perceptual positions
- Resolving complaints, disputes and conflict
  - » Transactional Analysis and its role in complaint-handling
- Emulating top performers in customer service
  - » Moving closer to the customer – rapport skills to build better relationships
  - » Leading by example – teaching others through behavioural excellence
- The Internal Customer - Building team work, cooperation and collaboration with colleagues

## Day 3

### Hiring & Developing Excellent Customer Service Personnel

- Core customer service qualities and competencies
  - » The importance of a strong value set in customer service delivery excellence
- The transferability of customer service skills
- Retaining and motivating your best people
  - » Developing staff engagement in the business
  - » Understanding the psychological contract and its impact on staff
  - » Using rewards and incentives to motivate performance
  - » The importance of the team leader/supervisor in frontline staff employment
- Addressing 'real life' work challenges in customer service excellence
- Understanding Best Practice in Social Media
  - » Facebook
  - » Twitter
  - » LinkedIn
  - » Others (including Snapchat, eMail etc.)
- How to develop a Social Media Campaign
- Getting found online – effective SEO strategies

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All Fees are subject to 5% Value Added Tax (VAT)\*

## Your Details

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Position:..... Organisation:.....  
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## Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech  
 Please invoice me  
 Please invoice my company as follows:

Contact Name: .....  
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### Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates.

### Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

### Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment.  
For Further Information, email us at [info@euromatech.ae](mailto:info@euromatech.ae).

### Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

### Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

### Contact Us:

#### U.K. Office:

109 Mount Pleasant  
Liverpool L3 5TF, United Kingdom  
Telephone: +44 151 709 7100  
Fax: +44 151 709 7181

#### Middle East Office:

P.O. Box 74693  
Dubai, United Arab Emirates  
Telephone: +971 4 4571 800  
Fax: +971 4 4571 801

#### Email Address:

[info@euromatech.ae](mailto:info@euromatech.ae)

#### Website:

[www.euromatech.com](http://www.euromatech.com)