



Customer Service Mindset



2 - 6 March 2025



Casablanca (Morocco)

# Customer Service Mindset

course code: R5007 From: 2 - 6 March 2025 Venue: Casablanca (Morocco) - course Fees: 3700 Euro

## 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

### 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

- Tips for Dealing with Difficult Personalities