



Certified Customer Service Professional



11 - 22 August 2024



Kuala Lumpur (Malaysia)

# Certified Customer Service Professional

course code: R5016 From: 11 - 22 August 2024 Venue: Kuala Lumpur (Malaysia) - Royale chulan hotel course Fees: 6750 Euro

## 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.

## This Program is designed for:

Managers/Supervisors and customer service staff. This program is worth 25 NASBA CPEs.

## 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

### 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
- Reading the Body Language of Customers

- Elements of a Complaint Management System

### **Attaining Customer Satisfaction through Quality Measures**

- Components of Quality Service
- Elements of the RATER Model