EUROWINGS
TRAINING CENTER
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Certified Customer Service Professional

30 March 2025 - 2025 A

Dubai (UAE)

course code: R5016 From: 30 March 2025 - 2025 April 10 Venue: Dubai (UAE) - course Fees: 3750 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