



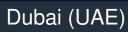


Certified Customer Service Professional











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course code: R5016 From: 8 - 19 June 2025 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

