Global Horizon
TRAINING CENTER

Training Course:
Beyond Customer Service: Building a Customer
Centric Organisation

16 - 20 September 2024
Kigali (Rwanda)

Training Course:
Beyond Customer Service: Building a Customer Centric Organisation

Training Course code: RR5011 From: 16 - 20 September 2024 Venue: Kigali (Rwanda) - Training Course Fees: 5950
Euro

Introduction

Becoming customer-centric is one of the most important aims of any organization. Customer centricity refers to the orientation of a company to the needs and behaviors of its customers, rather than internal drivers such as the quest for short-term profit. Customers have high expectations and demand quality customer service from companies they choose to do business with. Providing customer service excellence gives an organization a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Successful organizations understand the importance of developing a customer-centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty.

Today, customers have an increasing range of choice: choice of supplier, choice of channel, choice of products, and services. Their loyalty is determined by the quality of the experience they receive. Delegates will learn effective customer-centric strategies and best practices to provide world-class customer service excellence. This dynamic, 5-day course gives customer service professionals the communication skills, technology tools, and motivation they require to build strong customer relationships and develop a customer-centric organization.

- Develop a strategy to build a more proactive, customer-centric organization
- Analyze and implement the 'best practices' of world-class customer-centric organizations
- Utilize interpersonal skills as vital tools in the provision of customer service
- Measure and assess how well customer service standards and objectives are being achieved
- Enhanced communication, persuasion, and conflict resolution skills

Course Objectives of Beyond Customer Service

By the end of this seminar, delegates will be able to:

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

Course Methodology of Beyond Customer Service

This 5-day seminar is highly interactive and encourages delegate participation through a combination of group discussion, videos, role-play exercises, case studies, and breakout sessions. This seminar will include benchmarking best practices to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use, and facilitate learning. Delegates are provided a comfortable, enlightening learning experience that gives them the latest insights, techniques, and best practices to promote long-term customer satisfaction and loyalty.

Organizational Impact of Beyond Customer Service

- A shared organizational customer-centric service vision
- Enhanced professional image with a customer base
- Increased customer retention and revenue growth
- Improved Intra/interdepartmental communication and teamwork
- A highly motivated and customer-focused workforce
- Increased competency and communication skills

Personal Impact of Beyond Customer Service

- An increased appreciation for their role in helping their organization achieve customer service excellence
- Up to date techniques and methods to help them provide world-class customer service
- Enhanced leadership and communication skills required to excel in their career
- Increased confidence in their abilities to work professionally with difficult or upset customers
- Improved management performance by learning techniques to empower, motivate and retain customer service personnel
- Improved time management skills to become more productive

Course Outlines of Beyond Customer Service

DAY 1

The Building Blocks of a Customer-Centric Organisation

- Course overview and learning objectives
- Define Customer Service Excellence
- What do you want your customers to experience?
- Practical exercise: Identify specific ways to use 'customer service' to enhance customer loyalty and build employee morale
- Five key steps for implementing a Customer-Centric Service Model
- Serving your internal customers
- First impressions are important - What do your customers see and hear?
- Understanding your customer's nonverbal communication

DAY 2

Developing a Top-Down Customer-centric Culture

- What do customers really want from your organization and why?
- Does the 'customer experience' align with your organization's business goals and vision/mission statement?
- What do your competitors do better or differently than you do?
- Practical exercise: What are the most admired leadership traits?
- Shaping customer expectations - perception versus reality
- Case study: Examples of companies that provide world-class customer service
- Little things make a big difference - 'going the extra mile'
- The four customer personality types

DAY 3

Responding to the Voice of the Customer

- Case study: Best and worst-rated companies for customer service
- Listen, act, and deliver on customer needs
- Re-evaluate and realign the customer experience in line with demand
- Creating favorable customer service touchpoints within your company
- Practical exercise: List the ways that your organization creates positive touchpoints to enhance the customer experience
- Leading and motivating others to deliver superior service levels
- The Customer Loyalty Chain
- Developing the processes that nurture customer brand loyalty

DAY 4

Measuring and Monitoring Customer Satisfaction

- Why is measuring customer satisfaction important?
- Why is it critical to encourage customer complaints and feedback?
- Establishing quality customer service satisfaction measuring and monitoring standards
- Using customer-centric diagnostic tools to evaluate trends, perceptions, and opportunities for performance improvement
- Best practices for recording and monitoring customer service issues
- Putting in place processes to resolve customer dissatisfaction
- Practical exercise: Customer service quality control checklist
- Strategies for working with difficult and demanding customers

DAY 5

Leading the Way to Customer Service Excellence!

- The importance of attitude, teamwork, and professional development
- Developing a customer-centric training program
- Setting performance goals
- Contests and employee recognition programs
- Coaching and mentoring strategies
- Methods to empower and motivate customer service employees
- Practical exercise: What is your Action Plan?
- What is your Action Plan?

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

Company Name: ....
Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |