



*Training Course:  
Customer Service Excellence*

*2 - 6 June 2025  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Customer Service Excellence

Training Course code: RR5003 From: 2 - 6 June 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

### Introduction

The way an organization interacts with its customer base directly affects its business growth. Satisfied customers not only visit back to make more purchases, but they also pass on positive recommendations to other prospective customers which improves the future scope of the sale.

Lately, the focus for a new generation of organizations has been on providing their customers with a differentiated experience- something that sets them apart from their competitors. Customer service excellence is becoming an important element in providing this experience.

Customer service excellence takes basic customer service up a notch and includes not only fulfilling the expectations of a customer but also exceeding those expectations. Organizations that strive for customer service excellence approach customers with a focused modus operandi of satisfying their customers.

Customer-focused organizations know that delivering excellence in service does not happen by accident. It requires careful integration of key factors that together set the company apart from competitors, win and retain profitable customers and attract, motivate, and keep the best staff. In this five-day program, delegates will learn the core practices and skills that successful businesses employ to consistently deliver world-class customer service experiences.

### Course Summary of Customer Service Excellence

- How delivering excellence in customer service is a way of driving greater return on investment
- Why business must be aligned around the customer to succeed
- The role of strong leadership as an aid to decision-making on customer service issues
- How to encourage philosophy and culture of living and breathing customer service excellence in your organization
- How to ensure you are attracting, motivating, and retaining the best people
- Why skills training and development in staff is essential to excellence in customer service
- How to use high-performance coaching techniques
- How to encourage positivity in the workplace

### Course Objectives of Customer Service Excellence

Upon successful completion of the Customer Service Excellence Training course, participants shall be able to:

- Read well the needs of the customers and come up with propositions to meet those needs
- Maintain a sustainable long-lasting relationship with its customer base
- Exceed customer expectations by designing personalized experiences for the customer
- Find innovative ways to add value for the customer through customer service
- Develop a better communication channel with customers that provide for an effective feedback system and follow-up
- Recognize customer complaints as a way to improve their functioning
- Develop an efficient way to measure customer service excellence and evaluate the performance of the sales workforce
- Enhance sales and marketing of the company and ensure business growth
- Reduce price sensitivity of customers as loyal customers are willing to pay more for the same product and service

## Course Methodology of Customer Service Excellence

This program is designed to be highly interactive, challenging, and stimulating. Delegates will learn by a combination of active participation using program materials, case study review, discussion, syndicate group work, skills practice exercises, training videos, and exploration of relevant organizational issues. This program synthesizes the use of relevant organizational theory and customer service best practices with core communication strategies and skills.

## Target Audience of Customer Service Excellence

- Senior Marketing Managers/ Marketing Heads/Marketing Team
- Customer Relationship Managers/ Relationship Managers
- Customer Service Professionals/ Supervisors/ Team Leaders and Managers
- Sales Professionals, Salesperson, and Sales Analysts
- Start-up Founders, Entrepreneurs

## Organization Benefits

Participants upon successful completion of the Customer Service Excellence Course, shall benefit their organization in the following manner:

- The organization will be able to retain its customers for the long term and thereby reducing its customer acquisition cost

- Build a highly professional customer service team and improve their skills
- Customers satisfied with service excellence tend to pass on positive word-of-mouth recommendations to prospective customers which aid in business growth
- Businesses with their service excellence are able to create a competitive advantage in the industry
- Well-trained staff equipped with the latest knowledge and tools are more motivated and empowered. They are able to create better connections with their customers which benefits both the customer and the staff
- Improve the profitability of the business through increased sales
- Build a positive image and reputation in the market for being a customer caring organization

## Personal Benefits

Upon successful completion of the Customer Service Excellence training course, participants shall benefit at a personal level in the following manner:

- Sales representatives and marketing professionals equipped with better knowledge and techniques tend to deal with difficult situations in a much more professional manner. This empowers them and motivates them to perform better
- Improving morale of the sales and marketing team as they will be better prepared which will enhance productivity
- Better communication and listening skills
- Developing a progressive set of skills in customer dealing will help them in advancing their career
- By enhancing emotional connect and empathy with the customers, participants shall be able to timely achieve their targets

## Course Outlines of Customer Service Excellence

### Module 1

#### Introduction to Customer Service Excellence

- Concept of service excellence
- Benefits of customer service excellence
- Using customer service excellence to build a competitive advantage
- Recognizing the shift from product-centric to a customer-centric organization
- Meeting and exceeding changing customer expectations

- Assessing your organizational culture for customer service focus
- Core foundations for building a customer-centric culture
- Overcoming obstacles to customer service excellence

## Module 2

### Understanding Customer Needs and Expectations

- Customer journey mapping
- Identifying customer expectations before, during and after-sales
- Adding value through customer service
- Customizing customer service
- Moving closer to the customer - rapport skills to build better relationships

## Module 3

### Developing Loyalty Programs

- Identifying the loyalty ladder
- Customer loyalty
- Customer lifetime value
- Designing referral programs
- Real-world examples of loyalty programs
- Applying continuous learning strategies to customer service excellence
- Planning for change - using the Neurological levels model
- Leading by example - teaching others through behavioral excellence

## Module 4

### Enhancing Customer Experience

- Customer experience index
- Customer feedback communication channels
- Use of innovation in enhancing customer experience

## Module 5

### Developing Customer Service Strategy

- Strengthening sales and marketing team
- Using technology: chatbots, data analytics, artificial intelligence
- Using social media channels to expand branding and for better customer support
- Multi-channel servicing

## Module 6

### Elements of Customer Service Excellence

- Developing communicators
- Developing empathy and connect
- Working on response time
- Product knowledge
- Identifying key performance indicators

## Module 7

### Customer Need Research Methods

- Qualitative methods of recognizing customer needs
- Quantitative methods of recognizing customer needs

## Module 8

### Developing Service Excellence Culture

- The developing mindset among the team
- Increasing employee engagement through leadership
- Prioritizing on building customer relationships
- Creating an accountability team

## Registration form on the Training Course: Customer Service Excellence

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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
- Please invoice me
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### Easy Ways To Register

Telephone:  
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E-mail to us :  
info@gh4t.com  
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Complete & return the  
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to: Global Horizon  
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