Global Horizon
TRAINING CENTER

Conference:
Achieving Excellence in Customer Service - Providing a Quality Service

7 - 11 February 2027
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe

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Achieving Excellence in Customer Service - Providing a Quality Service

Conference code: CO8218 From: 7 - 11 February 2027 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe
Conference Fees: 6300 Euro

Introduction

Achieving customer service excellence requires effort, teamwork, and well-trained professionals passionate about quality service. This five-day course focuses on professional communication, strategies for service recovery, and handling difficult customers effectively. Participants will learn to foster customer loyalty, adopt world-class service practices, enhance interpersonal skills, and develop a mindset for continuous improvement. Build the skills to excel in today's competitive, customer-focused business environment.

Objectives

- 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 customers effectively
- Set SMART objectives and goals to increase daily productivity
- Utilize stress management techniques to reduce tension

Target Audience

This program is designed for professionals across various industries who are involved in delivering or managing customer service functions. It is particularly suitable for:

- Customer service representatives and front-line staff dealing directly with customers
- Call center agents and contact center supervisors
- Sales professionals and account managers responsible for client relationships
- Team leaders and supervisors aiming to enhance service quality within their teams
- Administrative staff and support functions interacting with internal and external customers
- Managers and professionals seeking to build a customer-centric culture within their organizations

This course is also beneficial for any individual who wants to improve their communication skills, handle difficult situations effectively, and deliver exceptional customer experiences.

Outlines

Day 1: Setting the Standards for Customer Service Excellence

- The benefits of providing excellent customer service

- Breakout session: How to use customer service to promote customer loyalty
- Case study: The best and worst customer service providers
- The WOW Factor: Going the extra mile—and then some!
- The importance of managing internal and external customer expectations
- First impressions: What do your customers see and hear?
- Understanding and working with the four customer styles
- Practical exercise: What is your individual personality type?

Day 2: Communicating the Customer Service Message

- How well does your organization communicate the importance of customer service?
- Understanding your customer's nonverbal communication
- Tips for building trust and rapport quickly—face-to-face or on the telephone
- What is your preferred learning style?
- Developing your active listening skills to enhance communications
- Use questioning techniques to identify a customer's expectations and service requirements
- Telephone tips to promote a professional image
- The dos and don't of written communication

Day 3: Service Recovery: Handling Complaints and Difficult Customers

- The importance of customer complaints and why they should be encouraged
- Six steps to service recovery
- Case Study: Best Practices of Scandinavian Airlines and The Disney Corporation
- Strategies to help calm upset customers
- Managing emotions during stressful situations
- Empower employees to get the job done
- Breakout session: Step-by-step process for handling a customer complaint
- Role-play exercise: Dealing with upset customers

Day 4: Principles of Persuasion

- Requesting feedback from customers and colleagues
- The art of giving and receiving feedback
- Case study: Best practices - Xerox Five Pillars of Customer-focused Strategy
- Negotiating mutually beneficial outcomes
- Words and tones to avoid
- The RATER Model: Five dimensions of customer service excellence
- Best practices for call handling, documentation and quality assurance
- Measuring and monitoring customer satisfaction

Day 5: Getting the Right Customer Service Attitude

- The importance of attitude and teamwork
- Focusing on continuous improvement
- Stress management tips to increase productivity
- Practical exercise: What are your biggest timewasters that block productivity?
- The customer service mission and vision
- Setting personal and professional goals
- Practical exercise: What is your Action Plan?
- End of course review and delegate feedback

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

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Payment Method

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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.