



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Innovation in customer service

Objectives

- To identify the shape of the new organizational pyramid in contemporary administrative thought and to recognize that the client comes in the presidency of this pyramid
- The realization that the customer desires, needs and expectations - is the real manager of the company and all the different administrative levels in the company working under his chair to meet his needs and satisfy his desires
- Identify different types of customers or reviewers and understand their behavior and identify keys to earn and deal with them
- Recognize the importance of customer care and the benefits of supporting relationships with them and providing participants with customer care.
- Provide participants with the behavioral skills necessary to effectively deal with customers
- Identify the concept, characteristics and types of services - and provide participants with some systems for selling services.
- Training in outstanding service management techniques and skills
- Train participants on the style of moments of honesty in dealing with customers
- Providing a set of closing tips represents a working guide in dealing effectively with clients

Who Should Attend?

- Customer service staff
- Customer Service Managers
- All of them are related to customer service
- Directors and Heads of Departments

Seminar Outline

DAY 1

- The organizational pyramid in contemporary thought
- Customer concept
- Evolution of customer interest
- The client runs the company
- How to connect between the client and the company
- Learning from successful companies



DAY 2

- Importance of Customer Importance of customer
- Lab the importance of customers and how to deal with them
- Exercise Why you differ with customers
- You're the reason
- Laboratory of Mutual Recognition
- How to see yourself as a service provider
- How to respond to service seekers
- How to deal with an angry client? How to deal with upset customer

DAY 3

- What is excellence in customer service? Customer service excellence
- Why we should pay attention to customers
- What do customers want? What do customer wants?
- What motivates the client to deal with a particular company? What motivates customers to deal with specific company?
- A love exercise for your client is what you love for yourself
- Exercise I will not go back to you
- Our Constitution in dealing with customers
- Vision, perceptions and values of Ford
- How to strengthen our relationships with customers
- Survey of the climate of excellence
- Investigate your personality keys

DAY 4

- The concept of effective communication
- Survey of listening art The art of listening to the customer
- Feed summary in customer communication
- Effective personal communication survey

DAY 5

- Common methods for measuring the quality of services Quality popular methods for measuring service
- Measures of Number of Complaints Complains measuring
- Satisfaction measuring measures
- Gauges of the gap Servqual measuring
- The actual performance measure is Servper measuring
- Customer-oriented metrics in the value User - value service - Quality measuring
- Other ways to get feedback from customers



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