



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Quality of 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?

- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals

Seminar Outline

DAY 1

- Who runs the business?
- 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

- Customer patterns and behaviors
- The importance of the 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?

DAY 3

- The importance and methods of dealing with customers
- What is excellence in customer service
- Why we should pay attention to customers
- What do customers want?
- What motivates the client to deal with a particular 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

- Behavioral skills to deal with customers
- The concept of effective communication
- Survey of the art of listening
- Feed summary in customer communication
- Effective personal communication survey



DAY 5

- Comparative measurement for quality improvement
- What is comparative measurement?
- Internal Comparative Measurement
- Comparative comparative measurement
- Functional Comparative Measurement
- Comprehensive comparative measurement
- Comparative measurement stages
- Seven tools to improve quality



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