





أكاديمية الزمالة العربية البريطانية **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



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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

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DAY 4

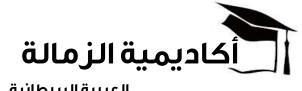
- Behavioral skills to deal with customers
- The concept of effective communication
- Survey of the art of listening
- Feed summary in customer communication
- Effective personal communication survey



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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