



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Public relations and effective media

Who Should Attend?

- PR staff
- PR managers
- Team leaders and supervisors
- Directors and Heads of Departments
- Executives

Seminar Outline

DAY 1

- Learn about the reasons behind the success of developing customer service to become a comprehensive and basic system in the bank / financial institution
- Learn advanced concepts and methods in customer service methodology
- Develop specific and important skills to provide the bank / institution and all the services and products that you provide during the service of the client

DAY 2

- Developing the ability to deal with different types of customers
- Manage the customer service team at the bank / financial institution efficiently and efficiently
- Help participants solve customer problems and feedback
- Upgrading the quality and quality of the service provided to the customer

DAY 3

- Identify customer needs by analyzing their patterns
- Customer service accurately and quickly



DAY 4

- Define the service and define the client
- How the client's complaint turned into a positive side

DAY 5

- Customer handling policies



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