



Achieving Customer Service Excellence Training Program

10 – 14 May 2027
Casablanca (Morocco)



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Introduction

Customer service excellence is not accomplished by accident, nor is it attained without effort and teamwork. It requires well-trained customer service professionals who are passionate about providing quality service. This customer service excellence course emphasizes the professional communication skills and actions that create the foundation for continuous improvement.

In today's customer-oriented business environment, "people skills" are critical for career advancement and organizational effectiveness. The customer service excellence program emphasizes the importance of providing customer service excellence in a competitive environment, proven strategies for service recovery, and negotiation techniques for professionally dealing with demanding customers.

Upon completing this customer service excellence training, participants may obtain a certificate indicating their commitment to consistent quality service and the mastery of skills necessary for customer service excellence. This customer excellence certification recognizes the enhanced capabilities of individuals who strive to offer outstanding service.

What is Customer Service Excellence?

Customer service excellence refers to consistently delivering high-quality service that exceeds customer expectations. It involves attentive listening, effective communication, problem-solving, and fostering a culture of care and responsiveness. It ultimately aims to build trust and loyalty with customers. This course is designed to help attendees define customer service excellence and implement it within their work environment.

To effectively integrate service excellence concepts, this customer service excellence program will explore strategies for defining and executing a customer excellence strategy. Organizations can build a resilient and customer-centric culture that thrives on excellence by focusing on critical elements such as employee empowerment, service standards, and the continuous assessment of customer feedback.

Targeted Groups

- Customer Service Managers and Supervisors.
- Customer Service Representatives.
- Managers who want customer service training to reinforce their skills and train their staff.

Course Objectives

At the end of this customer service excellence course, the participants will be able to:

- 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 demanding customers effectively.
- Set SMART objectives and goals to increase daily productivity.
- Utilize stress management techniques to reduce tension.
- Identify key components that promote customer retention and loyalty.
- Describe the practices of a world-class customer service provider and model their performance on those practices.
- Utilize interpersonal skills as vital tools in the provision of customer service.
- Develop a customer-focused mindset for continuous improvement.
- Improved conflict resolution skills.

Targeted Competencies

Upon the end of this customer service excellence course, the participants will be able to improve the following:

- Up-to-date techniques and methods to help them provide world-class service.
- Enhanced leadership and communication skills are required to excel in their career.
- Increased confidence in your abilities to work professionally with demanding or upset customers.
- The insight to adjust your temperament style to become more versatile, adaptable, and highly successful.
- Improved time management skills and increased productivity.

Course Content

Unit 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.

Unit 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?
- Develop 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'ts of written communication.

Unit 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.

Unit 4: Principles of Persuasion

- Requesting feedback from customers and colleagues.
- The art of giving and receiving feedback.
- Case study: Best practices - Xerox's 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.

Unit 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 "time wasters" that block productivity?
- The customer service mission and vision.
- Set personal and professional goals.