MERCURY

Mastering Advanced Customer Service Skills for Business Excellence

21 – 25 March 2027
Manama (Bahrain)



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Ref: 1020_330754 **Date:** 21 – 25 March 2027 **Location:** Manama (Bahrain) **Fees:** 4900 Euro

Introduction

Achieving world-class customer service is not a matter of accident. It necessitates the concerted effort of well-trained customer service professionals and strong teamwork. This advanced customer service course offers delegates the resources and confidence to enhance customer relationships and promote customer service excellence within their organizations. We will cover basic customer service principles and delve into advanced topics to lay a solid foundation. This course serves as both an advancement course in customer service and a fundamental stepping stone for those who have completed a basic customer service course.

Targeted Groups

- Customer Service Professionals
- Managers and Supervisors focused on customer service improvement
- Marketing Executives interested in customer retention and Social Media
- Individuals responsible for the development and implementation of customer service strategies

Course Objectives

By the end of this customer service management course, participants will be able to:

1. Describe the best practices of world-class customer service providers.
2. Develop a customer-focused mindset for continuous improvement.
3. Identify key components that promote customer retention and loyalty.
4. Measure customer service performance against established benchmarks.
5. Understand internal and external customer expectations.
6. Effective phone and voicemail communication is crucial for call center customer service skills.
7. Apply customer service listening skills through active listening and questioning techniques.
8. Appreciate the importance of written and electronic communication.
9. Use customer service coaching techniques to manage conflict and stress effectively.

Targeted Competencies

- Persuasion and negotiation skills
- Conflict resolution skills
- Listening and questioning skills
- Teambuilding and leadership skills, especially in a customer service context
- Stress management skills
- Phone communication effectiveness

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Course Content

Unit 1: Principles for Delivering World-Class Customer Service

- Defining quality customer service
- Benefits of providing excellent customer service
- Breakout session: Leveraging customer service to increase customer satisfaction and loyalty
- Benchmarking world-class customer service providers
- Creating a positive first impression
- Making customer service touchpoints for an enhanced customer experience
- The WOW Factor: Going the Extra Mile to exceed customer expectations

Unit 2: Developing Effective Communication and Interpersonal Skills

- Importance of nonverbal communication
- Practical exercise: The Body Language Quiz
- Building rapport through effective body language
- Understanding customer temperament styles
- Beneficial exercise: Determining your temperament style
- Developing your active listening skills to enhance communications
- Proper exercise: Active Listening Evaluation
- Employing questioning techniques to understand customer expectations
- Determining your customer's preferred learning style
- Mastering effective telephone and voicemail communication skills

Unit 3: Principles of Superior Customer Service and Organizational Procedures

- Aligning customer experience with organizational vision/mission
- Identifying internal and external customer expectations
- The benefits of teamwork and cooperation
- Teambuilding and leadership exercise: The importance of teamwork in customer service
- Maintaining customer and organizational confidentiality
- Dos and don'ts of written and electronic communication
- Empowering employees to excel in customer service

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Unit 4: The Importance of Customer Feedback and Service Recovery

- Encouraging and managing customer complaints and feedback
- Establishing customer service satisfaction metrics
- Best practices: Recording and monitoring customer service issues
- Supervisors role in service recovery
- The art of giving and receiving constructive feedback
- Negotiating win-win outcomes
- Managing emotions during stressful customer interactions

Unit 5: Leading the Way to Customer Satisfaction and Continuous Improvement

- The influence of a positive attitude
- Stress management techniques for peak performance
- The importance of personal development
- Setting SMART goals for continuous customer service improvement
- Practical exercise: Creating your action plan for customer service excellence

This comprehensive, advanced customer service course will help you master essential skills, including customer service leadership training, customer communication training, and customer service coaching, to achieve customer service excellence.

Enhancing Customer Service through Effective Coaching and Communication

Effective customer service relies heavily on not just the skills of the individual but also on how they are guided and supported through customer service coaching and communication strategies. Participants will explore the nuances of customer communication training, including chat customer service training, and the dynamics of providing effective feedback and guidance to front-line service staff. These skills are fundamental to molding a team that represents the organizations commitment to customer satisfaction and service excellence.