



Advanced Customer Service Management

5 - 9 Dec 2021
Egypt (Cairo)
Hilton Conrad Cairo



Advanced Customer Service Management

Ref.: CS5001_169443 **Date:** 5 - 9 Dec 2021 **Location:** Egypt (Cairo) - Hilton Conrad Cairo
Fees: 2500 Euro

Introduction:

There has been no time in history when customers have had so much choice of where to get service and goods. The internet has revolutionized the market place: customers can research, purchase, and review products and services from the comfort of their own home, or office. Customer expectations have heightened. They demand consistent, professional and effective service from their suppliers. This highly interactive and fun program examines in-depth how to build lasting rapport and mutual respect with your customers while you uncover their needs, match them, build respect and maintain customer loyalty.

Targeted Groups:

- Executives, Managers, and Decision-Makers who are keen on improving performance by taking their customers to higher levels of satisfaction
- Customer Service Managers and Supervisors interested in advanced customer service tools
- Customer Service Professionals who want to extend their skills and knowledge for higher productivity

Course Objectives:

At the end of this course the participants will be able to:

- Build lasting and meaningful relationships with your customers
- Use powerful behavioral tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customers' needs and how to satisfy them
- Explore the basics of Neuro-Linguistic Programming NLP and Emotional intelligence and discover how they can help you to improve your customer services management
- Influence with integrity and crystal clear communication
- Create and adapt crystal clear models for communication between their organization and its customers
- Get the ability to tailor services to meet their customers needs
- Build a long term relationship between their organization and its customers

Targeted Competencies:

- Customer orientation
- Conceptual thinking
- Balanced decision making
- Quality orientation
- Understanding of prospects' motivation
- Persuading others

Course Content:

Unit 1: The World of Customer Service Excellence:

- Customer service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer
- The role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organization
- What do you want your customers to say?
- Myths and legends about customer service

Unit 2: Gaining a Greater Understanding of Your Company:

- From judgments to behavioral flexibility
- Behavioral traits and how to identify them
- Modifying your behavior to match other's
- Building lasting rapport
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Non-verbal clues that show if someone is telling the truth

Unit 3: Communication Masterclass:

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- Metaphors & Models
- Using perceptual positions to understand your customers' point of view
- Logical levels of change
- Building climates of trust
- Creating well-formed outcomes
- Communication skills exercises

Unit 4: Influencing with Integrity:

- The importance of value sets in the modern-day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing - what do they mean?
- Internal and external references
- Coaching - a tool for self and others
- Influencing exercises



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Unit 5: Conflict and Challenge:

- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning - dealing with your customers



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