



Customer Service Skills

Program Overview

Satisfied customers are paramount to business success. Understanding and meeting customer needs is an essential skill for staff across all customer facing roles. The impact of poor customer relations can be felt directly on the bottom line. To delight your customers, your staff needs to think like them, respond to their needs and deliver promises. This course will develop the essential people skills that are at the heart of quality customer care.

Aim

The program provides the foundation for quality customer service and focuses on building life-long customer relationships by developing effective customer-care strategies and various hands-on and interactive scenarios to develop the foundation customer care skills needed to provide excellence in service.

Who Should Attend?

This course is recommended for customer service professionals, service agents, front-line workers, managers, supervisors and business professionals, who wish to specialize in the customer service business segment

-  Prerequisites: N/A
-  Lecturers: VTDI Faculty
-  Delivery: English
-  Duration: 18 Hours
-  Fees: BD 450/-
Local Certificate

ACCREDITATION:

Trainees will be awarded with a Certificate of Attendance by VTDI. This Programme is accredited by Hull University & IAO.



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Delivery Methods

- Power point presentation (based on Trainees-Center-Approach)
- Case studies (Individual, peer review and team assignments)
- Role plays and practical activities
- Extra reading materials as pre-requisite.
- DVD's and interactive role plays.

Learning Outcomes

No	LEARNING OUTCOMES	ASSESSMENT CRITERIA
1	Understand the principles of good customer care	<ul style="list-style-type: none">• Outline why good customer care is important• Give an example of good customer care and an example of poor customer care• Demonstrate one way in which they can give good customer care
2	Be able to provide good customer care	<ul style="list-style-type: none">• Demonstrate good customer care when dealing with a customer in a familiar situation
3	Be able to communicate positively with customers	<ul style="list-style-type: none">• State one positive verbal and one positive non-verbal way of communicating with customers• State one result of poor communication with customers• Communication with customers positively in familiar situation
4	Understand the importance of keeping the organizational policies and practice	<ul style="list-style-type: none">• Respond to a customer inquiry in accordance with set policies and procedures

Program Structure

No	UNIT TITLE	CONTACT HOURS
1	Introduction to Customer Service	3 Hours
2	Customer Service: Communication Skills	5 Hours
3	Customer Analysis: Knowing your Customer	4 Hours
4	Calming Upset Customers	3 Hours
5	Telephone Customer Service	3 Hours
Total:		18 Hours