

Beyond Five Stars: The Heart of Customer Service Excellence



OVERVIEW

Customers are the life blood of all businesses. Without customers, there can be no sale, no profits and no sustainability. This is why **professional customer service knowledge and skills are extremely critical** to a successful organization today.

It is important for customer service professionals to **be clear about the needs and expectations** of their customers. These can include both external customers and also internal customers. By having the right understanding, the customer service professional can effectively execute his or her duties and achieve the desired results.

To ensure a high service level is achieved, professionals in this area **need service level standards** they can use to aspire for. This can be used for to **monitor their own performance and identify any specific areas** they need to improve.

OBJECTIVES

By the end of the workshop, participants will be able to:

- Be able to explain the importance of high quality customer care for
- Be able to determine the needs and expectations of customer care in respect of service levels
- Be able to quickly build rapport and establish good working relationships with your customers
- Be aware the importance of your image, grooming and non-verbal communication
- Be able to manage your emotions as you provide great customer service
- Be able to handle customer requests, complaints and suggestions professionally

Workshop Methodology:

The approach is highly participative and is geared towards your own situation so that you derive maximum benefit. This program utilizes various learning methods such VAK approach, 4Mat method, Videos, minimal lecture, extensive discussions, case studies and role plays to ensure effective long term learning among participants.

WHO SHOULD ATTEND?

This program is designed for non-executives and executives who need to provide excellent customer care to internal or external customers. It is especially beneficial for those who are relatively new to the field of professional customer service.

If you have any enquiries, please contact
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