

BRILLIANT CUSTOMER SERVICE - HOW TO GO EXTRA MILES?



OVERVIEW

Quality customer service is one of the most important anchor upon which the foundation of an organization's success and profits are built. It has always been important but never more so important than in the current 21st century hypercompetitive business environment. Which is easier....retaining loyal clients or looking for new customers? Value the truth. Statistically 69% of customers do not return because of unsatisfactory services.

Undoubtedly, it is crystal clear that providing exceptional efficient customer service is the most cost-effective way to invest in the long-term growth of your company. Effective customer service personnel are interpreters and translators of your company's image. They are the ambassadors amidst your organization who can interpret as well as co-ordinate the total service system (external demands and internal requirements) to work together for the benefit of advancement. They help your company to create a culture of excellent customer trust and loyalty. Thus, now more than ever, it is critical that management and service staffs understand their roles and work to keep customers coming back. Only through satisfaction of 'needs and wants' can be of help to acquire and retain customers; maintain the competitive edge and gallop ahead of competitors now and beyond.

WORKSHOP OBJECTIVES

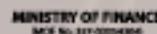
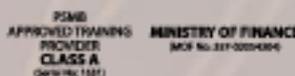
- U - Understand the factors contributing to the current hypercompetitive business environment
- N - Never fear of handling difficult customers during crisis situation
- T - Techniques and the varied approaches to handling different types of customers
- I - Initiative, Creative and Innovative (ICI) mindset to handle customer service
- E - Efficient and effective as front line ambassador of their organization Apply lessons learned in this course to most types of meetings

WHO SHOULD ATTEND?

Managers, Department heads, Executives, Supervisors, Aspiring Leaders, Customer service personnels, Support staff, Promotion candidates, Entrepreneurs and all those who want to excel in the 21st century business environment



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