

MANAGEMENT DEVELOPMENT PROGRAMMES

CUSTOMER SERVICE

- Course Title : **EFFECTIVE CUSTOMER SERVICE SKILLS**
- Course Code : CS: ECSS
- Course Overview : Effective Customer Service is designed to share with all employees the task and interpersonal skills required for successful customer service – both face-to-face and over the phone interactions. Ultimately, the goal is towards customer satisfaction.
- Target Audience : This course is catered for all employees in any organisation as they are the people providing sales, services and support to customers both internally and externally.
- Selected Session Topics : - **Front-line Service: The Vital Link**
 - What is the Vital Link?
 - Moment of Truth
 - The Lost Customer
- **The Customer**
 - Internal & External Customer
 - Colours of Customer
 - Expectation vs Performance
- **The Customer Care Cycle**
 - What is Customer Care Cycle?
 - Strategies to Care for Customers
- Key Take-Away : - Understand how to define a customer.
- Understand and explain the components of the customer care cycle.
- Demonstrate the effective use of the various skills they will need to successfully interact with customers.

