GLOBAL TRAINING INSTITUTE

Advanced Excellence in Customer Service



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Advanced Excellence in Customer Service training course is designed to equip participants with the essential skills required to deliver outstanding customer service in a competitive environment. This interactive program focuses on understanding customer needs, managing expectations, and fostering effective communication. Participants will engage in practical exercises that enhance their ability to delight customers and resolve issues efficiently, ultimately driving customer satisfaction and loyalty.

Who Should Attend

This course is ideal for a variety of professionals, including:

- Customer Service Representatives
- Technical and Support Personnel
- Field Service Representatives
- Account Managers
- Credit and Billing Specialists
- Managers seeking to reinforce customer service skills within their teams.

Course Objectives

By the end of this training course, participants will be able to:

- Understand the critical importance of customer service in a competitive landscape.
- Recognize the vital role of internal customers and their impact on organizational success.
- Practice techniques for managing customer expectations and delighting clients.
- Master effective customer communication strategies.
- Identify early signals of customer dissatisfaction and respond appropriately.
- Develop skills to provide faster and more efficient service.
- Enhance personal accountability and conflict resolution abilities.

Course Content

Understanding Customer Service

- Definitions and concepts of quality service.
- The cost of poor customer service and its implications.
- Foundations of exceptional customer care.

Internal and External Customer Service

- Identifying internal versus external customers.
- Understanding customer requirements and expectations.
- Building a service-profit chain for better outcomes.

Managing Customer Expectations

- The significance of customer expectations on service quality.
- Techniques for managing and exceeding expectations.
- Tools for assessing perceived service quality.

Mastering Customer Communication

- Effective verbal and non-verbal communication strategies.
- Active listening techniques and phone etiquette.
- Professional behavior and interpreting customer signals.

Handling Difficult Situations

- Strategies for managing challenging customer interactions.
- Techniques for service recovery and conflict resolution.
- Building resilience and emotional control in customer service.