GLOBAL TRAINING INSTITUTE

World-Class Customer Experience: Service Excellence Unleashed



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The World-Class Customer Experience: Service Excellence Unleashed training course equips organizations with the skills to deliver exceptional customer service, setting them apart in a competitive market. In an era where brands are often viewed as commodities, outstanding service and customer experience become key differentiators. This course is grounded in internationally recognized standards, including ISO 9001 and ISO 10001-10004, which guide organizations in achieving and maintaining high levels of customer satisfaction. Participants will gain practical knowledge to implement these standards effectively, ensuring their organizations are recognized for excellence in customer service.

Who Should Attend

This course is suitable for a diverse range of professionals, including:

- Marketing Directors and Brand Managers
- Customer Service Executives
- Consumer Affairs Champions
- Marketing Managers and Global Account Managers

Course Objectives

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

- Utilize effective communication skills to deliver superior customer service.
- Develop leadership abilities to drive necessary changes within the organization.
- Employ strategic planning skills for enhanced customer satisfaction.
- Implement continuous improvement tools and techniques.
- Create and enforce codes of conduct that prioritize customer satisfaction.
- Recognize and manage complaints as opportunities for improvement.
- Resolve disputes using world-class, benchmarked systems.

Course Content

Measuring and Managing Customer Satisfaction

- Understanding ISO 9001 and its components.
- Identifying barriers to effective customer communication.
- Techniques for measuring and monitoring customer satisfaction.

Delivering Quality Management

- Meeting the standards set by ISO 10001 for customer satisfaction.
- Developing systems for effective complaint handling (ISO 10002).
- Implementing transparent dispute resolution processes (ISO 10003).

Continuous Improvement

- Applying the Plan-Do-Check-Act methodology for quality management.
- Setting SMART goals for continuous improvement.
- Internal auditing processes to ensure compliance with standards.

Customer Service Recovery Strategies

- Importance of encouraging customer complaints and feedback.
- Techniques for managing customer emotions during service recovery.
- Strategies for resolving conflicts effectively.

Monitoring and Measuring Customer Satisfaction

- Effective process measurement and monitoring principles.
- Analyzing customer feedback and performance metrics.
- Developing KPIs and dashboards for management reporting.