GLOBAL TRAINING INSTITUTE

Strategies for Customer Requirements: Delivering Delight



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Strategies for Customer Requirements: Delivering Delight training course is designed to enhance participants' understanding of customer service principles and practices. As companies increasingly prioritize customer retention over acquisition, this course equips attendees with the skills and mindset needed to consistently meet and exceed customer expectations. Participants will explore service management, the cycle of service, effective communication, and complaint resolution techniques. The course emphasizes the importance of collecting and interpreting customer feedback to drive service excellence.

Who Should Attend

This course is suitable for:

- Customer service representatives and technical support personnel.
- Field service representatives and management staff.
- Administration staff and managers aiming to enhance their customer service skills.
- Anyone involved in managing service quality and customer relationships.

Course Objectives

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

- Apply in-depth knowledge of service management principles.
- Identify and define standards of service quality and excellence.
- Discuss the cycle of service and the customer-driven approach.
- Manage effective customer relationships across various service levels.
- Meet customer needs while considering quality and timeliness of delivery.
- Emphasize effective service communication strategies.
- Analyze and resolve customer complaints effectively, upholding integrity and business ethics.

Course Content

Understanding Customer Needs

- Differentiating between internal and external customers.
- Recognizing various customer types and their expectations.
- Exploring the nature and purpose of service standards.

Service Standards and Performance Improvement

- Awareness of service standards within the organization.
- Utilizing simple performance indicators for service assessment.
- Techniques to exceed customer expectations through performance improvement.

Collecting and Analyzing Customer Feedback

- Methods for obtaining customer feedback (e.g., questionnaires, surveys).
- Techniques for tabulating and analyzing feedback data.
- Understanding data protection implications for customer information.

Complaint Resolution Techniques

- Effective strategies for resolving customer complaints.
- Separating facts from opinions in customer interactions.
- Developing skills for handling difficult customer situations.

Visual Presentation of Customer Data

- Creating visual aids to enhance understanding (charts, graphs, pictograms).
- Best practices for presenting customer feedback and performance metrics.
- Utilizing visual tools to communicate service quality effectively.