

CUSTOMER SERVICE

Course duration: 2 days

Fee: Le1,000,000

Study method

The course is interactive and participants are actively engaged in the learning process. During the course, the trainer will act as facilitator, using interactive learning methods to help participants to share their experiences and learn through participation in activities such as group discussions, case studies, role-playing, and games. At the same time, participants are instructed to develop an action plan for applying their new skills and tools to actual challenges in life and at work.

Course overview

A huge challenge that faces most companies is employing the right staff that understand the importance of building and maintaining customer relationships. Very few employees will go the extra mile to ensure that customers keep returning because of the service they receive. This course emphasises the importance of customer relationships and teaches skills for managing different types of customers.

Learning outcomes

After the course, participants will be able to:

- Describe the importance of customer relationships;
- Describe your role in developing and maintaining customer relationships;
- Describe your customers' needs and behaviours;
- Know if you possess the skills, knowledge and behaviours required for customer service excellence;
- Develop strategies for competitive advantage;
- Learn how to communicate effectively with different types of customers;
- Learn about the values required for ethical marketing.

Course content

Unit	Content
1	Introduction to Customer Service
2	The core building blocks of Customer Service
3	Knowing your customers, their behaviours and their needs
4	Competencies required for customer service excellence
5	Developing competitive advantage through customer relations

6	Effective communication for handling complaints and concerns and managing difficult customers
7	Ethical marketing

Targeted participants

This course is designed for customer service representatives, who want to communicate clearly and effectively with customers, meet and exceed the needs and expectations of customers and grow customers' confidence in the services provided.

Benefits of studying at JobSearch

- Trainers are knowledgeable and are trained to train adults
- Environment conducive to learning
- Special attention throughout the course
- Career advice and counselling

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