



COURSE OVERVIEW SS0713(GA2)
Excellence in Customer Service (Advanced)

Course Title

Excellence in Customer Service (Advanced)

Course Date/Venue

October 06-10, 2024/Boardroom 1, Elite Byblos Hotel Al Barsha, Sheikh Zayed Road, Dubai, UAE

Course Reference

SS0713(GA2)

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



80% of this course is hands-on practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

As markets shrink, companies are looking to boost customer satisfaction and keep their current customers, instead of spending additional resources to pursue new customers. In fact, since finding new customers can cost five to eight times as much as holding onto current customers, many companies increasingly understand the importance of achieving excellence in customer service.



This course will equip participants with the necessary competence and "mindset" to consistently meet and, at every possible opportunity, exceed their customers' expectations. It covers the managing service and excellence; the cycle of service and the customer driven person; managing effective customer relationships across all levels and types of customer service; meeting needs and considering all aspects related to quality and time of delivery, emphasizing aspects related to service communication; develop the ability to accurately analyze and handle customer complaints; and recognize the aspect of excellent record of integrity and business ethics.





During this interactive course, participants will learn the importance of customer service in a competitive environment; the vital role internal customers play and show that their satisfaction is key for the success of an organization; the techniques of managing customer expectations and delighting customers; providing better, faster service and increase customer satisfaction; and the early signals of customer irritation and responding appropriately in order to quickly find a workable solution to the problem.

Course Objectives

Upon the successful completion of this course, each participant will be able to: -

- Apply and gain a comprehensive knowledge on excellence in customer service
- Explain the importance of customer service in a competitive environment
- Defend the vital role internal customers play and show that their satisfaction is key for the success of an organization
- Practice the techniques of managing customer expectations and delighting customers
- Provide better, faster service and increase customer satisfaction
- Recognize early signals of customer irritation and respond appropriately in order to quickly find a workable solution to the problem

Who Should Attend

This course provides an overview of all significant aspects and considerations of excellence in customer service for customer service representatives, technical and support personnel, field service representatives, account managers, credit and billing specialists as well as managers who want customer service training in order to reinforce their skills and train their staff.

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials, sample video clips of the instructor’s actual lectures & practical sessions during the course conveniently saved in a **Tablet PC**.*

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours: -

- 20% Lectures
- 80% Role Play, Case Studies & Practical Exercises

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.






Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations


Certificates are accredited by the following international accreditation organizations:

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology’s courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant’s involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant’s CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Course Fee

US\$ 5,500 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux, PhD, MSc, BSc, PMI-PMP, PMI-CAPM is a **Senior Project & Management Consultant** with over **45 years** of teaching, training and industrial experience. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling & Control, Project Management, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Project Risk Management, Risk Identification Tools & Techniques, Project Life Cycle, Project Stakeholder & Governance, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Leadership Orientation Programme, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Leadership & Team Building, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Office Management & Administration Skills, Controlling Your Time & Managing Stress, Crisis Management, Strategic Human Resources Management, Change Management, Negotiation Skills, Strategic Planning, Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis. He was the **Psychologist & Project Manager** wherein he was responsible in the project management and private psychology practices.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Director, Medico Legal Assessor Psychologist, Training & Development General Manager, Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior HR Consultant, Senior Lecturer, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars, CBM Training, just to name a few.

Dr. Le Roux has a **PhD in Commerce Major in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Electrical & Mechanical Engineering**. Further, he is a **Certified Project Management Professional (PMI-PMP)**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.





Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 06th of October 2024

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	Definitions & Concepts Quotations on Customer Service • Service Definitions • Quality Service Requirements • Some Interesting Numbers
0930 – 0945	Break
0945 – 1100	Definitions & Concepts (cont'd) Cost of Bad Customer Service • Customer Care Foundations • Learning from the Best • Additional Comments About Service
1100 – 1215	Internal Customer Service Identifying Internal & External Customers • A Final Definition • Elements of Service • Customer Requirements
1215 – 1230	Break
1230 – 1420	Internal Customer Service (cont'd) Foundation of Great Service People • The Links in the Service • Profit Chain • Internal Customer Service
1420 – 1430	Recap
1430	Lunch & End of Day One

Day 2: Monday, 07th of October 2024

0730 – 0930	Managing Customer Expectations The Importance of Customer Expectations • Perceived service quality • What to Say and What Not to Say
0930 – 0945	Break
0945 – 1100	Managing Customer Expectations (cont'd) Calming Upset Customers • 12 Tips for Calming Upset Customers • Comments You Should Avoid
1100 – 1215	Managing Customer Expectations (cont'd) Managing Customer Expectations • 'RATER' in Real Life • The Service Quality (SQ) Factors
1215 – 1230	Break
1230 – 1420	Managing Customer Expectations (cont'd) Flying Over Customers' Rising Expectations • The Customer Loyalty Ladder • Role-plays and Exercises on Dealing with Different Personality Styles
1420 – 1430	Recap
1430	Lunch & End of Day Two





Day 3: Tuesday, 08th of October 2024

0730 – 0930	Effective Communication Skills for Handling Customers Effective Communication • Verbal Communication with Customers
0930 – 0945	Break
0945 – 1100	Effective Communication Skills for Handling Customers (cont'd) Active Listening
1100 – 1215	Effective Communication Skills for Handling Customers (cont'd) Effective Listening Skills
1215 – 1230	Break
1230 – 1420	Effective Communication Skills for Handling Customers (cont'd) Phone Etiquette
1420 – 1430	Recap
1430	Lunch & End of Day Three

Day 4: Wednesday, 09th of October 2024

0730 – 0930	Professional Behavior with Customers The Power of Behavior • Principles of Effective Behavior • How to Behave Professionally with the Customer
0930 – 0945	Break
0945 – 1100	Professional Behavior with Customers (cont'd) History of Communication • Interesting Study • Interpreting Non Verbal communication
1100 – 1215	Professional Behavior with Customers (cont'd) The Right Behavior with the Customer • The Wrong Behavior with the Customer • Types of Behavior
1215 – 1230	Break
1230 – 1420	Professional Behavior with Customers (cont'd) Assertive, Passive & Aggressive Behavior • Verbal & Non Verbal Components of Communication Styles
1420 – 1430	Recap
1430	Lunch & End of Day Four

Day 5: Thursday, 10th of October 2024

0730 – 0930	Dealing with Difficult Customers Dealing with Different Personality Types
0930 – 0945	Break
0945 – 1100	Dealing with Difficult Customers (cont'd) Typical Customer Personality Types
1100 – 1215	Dealing with Difficult Customers (cont'd) Service Recovery
1215 – 1230	Break
1230 – 1345	Dealing with difficult customers (cont'd) Service Recovery (cont'd)
1345 – 1400	Course Conclusion
1400 – 1415	POST-TEST
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course





Practical Sessions

80% of this highly-interactive course is hands-on practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

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