



“The Magic of Customer Service”



Creating a culture of Service Excellence



Who will benefit: Receptionists, customer service and sales support staff and anyone within the organization with customer contact.

Course Objectives: At the conclusion of this workshop, participants should feel more comfortable in the following areas:

- Understanding the importance of fostering a culture of service excellence
- Improved critical communication skills such as listening actively, and asking questions to gather information
- Identifying ways to problem-solve more creatively
- Improved ability to create “Magic” for customers
- Communicate assertively by taking control and directing the conversation
- Attract new customers
- Adopt a professional telephone manner
- Understand how to retain customers and develop loyalty
- Deliver information positively by offering options and alternatives
- Develop a range of versatile behaviors to use when dealing with difficult situations by:
 - Using empathy
 - Gathering relevant information through effective questioning
 - Finding solutions to concerns / problems quickly and efficiently
 - Speaking positively and assertively

Workshop Details:

Module One – Importance of Customer Service

- What is Customer Service?
- Internal versus external customers
- Why customer care is important
- Meeting customer expectations

Module Two – Diverse Dimensions of Customer Service

- How do you measure customer care?
- Who makes the difference
- Positive mental attitude
- Presenting a positive image over the telephone
- Using positive language
- RATER Model

Module Three – Adding Value to the Corporate Culture

- Asking the right questions
- Skill of listening actively
- Skills of summarizing and clarifying
- Tele-consulting

Module Four – Dealing with Difficult/ Angry / Upset Customers

- How to give a 'service' no
- Never argue
- Remain calm and composed
- Assertive techniques

Module Five – Service Magic

- Demonstrating empathy
- Be proactive.
- Working faster/more efficiently
- Courtesy
- Caring for people
- Being professional & convincing
- Consultative Selling
- Follow-up

Methodology:

- Discussions
- Exercises
- Activities
- Games
- Video Clips.

About the Trainer

Ms. Marryam Chaudhry is the Chief Executive, **Corporate Communications**, Lahore. She is a professional corporate trainer and her company facilitates the business sector by providing practical, interactive and fun filled activity based trainings to the corporate sector, through workshops and seminars. She has conducted numerous trainings, and has 9+ years of experience. She is a former Banker and a Gold Medalist MBA, and has lived most of her life in the United States . Fast paced solutions, creative techniques and innovative ideas coupled with her expertise in Management & Marketing areas facilitate her as a fully dedicated and passionate trainer. She is enlisted on the panels of Lahore Chamber of Commerce and Industry, SMEDA (Small and Medium Enterprise Development Authority, WBIC (Women Business Incubation Center) as well as numerous other organizations.

This workshop is a detailed insight into the **skills required by professionals**.

- ❖ It is very interactive and includes many activities and exercises to enhance the learning experience.
- ❖ It is spread over the period of 2-full days consisting of 8 hrs each (9am-5pm)
- ❖ It includes 2 tea breaks and a lunch break

Proposed Training Plan Consists of:

- ❖ **Training Kit** : Handouts, Activities, Exercises
- ❖ **Training Duration**: 1 full day (8hrs)
- ❖ **Number of candidates**: Minimum=25
- ❖ **The training venue proposed is** :
 - **PC Hotel or Avari Hotel**, according to availability of dates assigned by your organization for the training.

Training Cost:

Cost per Individual Participant is a total of:= Rs.9,500

Includes cost of:

- Handouts,
- Activity/Exercise material,
- Certificates,
- Tea (twice),
- Buffet Lunch,
- Hotel Facility Charges,
- and Trainers Cost