

EFFECTIVE CUSTOMER CARE



Good customer service can be considered as the big differentiator between firms. While competing products are often similar and can anyway be easily duplicated, good customer service is a holistic system, requiring a sustained organization-wide effort, driven by the top and permeating all aspects of the organization culture.

Learning Objectives

- Defining and appreciating the customer.
- Importance of the internal customer.
- Customer service as a strategic imperative.
- Customer satisfaction surveys and other vital tools.
- Service Level Agreements (SLAs).
- Customer complaints and service recovery.
- KPIs for customer service.

Who should attend?

The module targets Accounts, Purchasing Officers, Marketing Officers, Public Relations, Human Resources, Frontdesk, Customer Support and members of staff who are in contact with clients.

Modes of delivery

The module shall be delivered by way of:

- Lectures
- Demonstrations
- Group presentations
- Case studies
- Assignments
- Role play

Each training group will have their training resources tailor made to meet their specific training requirements. The delivery method will be adjusted accordingly.