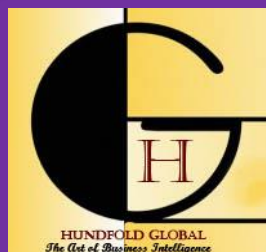


Customer Care Excellence Workshop

An advanced workshop in developing and implementing
Customer Service Strategy



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INTRODUCTION

Providing customer service excellence is what will keep your customers coming back.

Customer service excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team's and company's performance. This training seminar on providing good customer service gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage through customer service excellence.

LEARNING OUTCOMES

On completion of the training programme learners will be able to...

- Understand the Customer Service (CS) process;
- Do customer segmentation;
- Manage and develop customer relationships;
- Calculate and understand customer profitability;
- Assess customer defection risk;
- Develop a customer value proposition (CVP);
- Develop a customer retention strategy;
- Know how to provide exceptional front desk service;
- Respond to customer needs and problems; and
- Know how to deal with difficult customers.

WHO SHOULD ATTEND

- Customer service representatives,
- Technical and support personnel,
- Field service representatives,
- Account managers,
- Credit and billing specialists,
- Managers who want customer service training in order to reinforce their skills and train their staffs.

TRAINING METHODOLOGY

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own organizations, thus ensuring that the learning is anchored at their workplace. As with all Hundfold Global training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.