**Programme Overview**

What is your organization’s ethos regarding Customer service and service philosophy? Why is adopting the right service philosophy important to your organization? How has your organization measured and kept track of customer satisfaction surveys?

True Service begins from the heart and should be seen as a way of life. However this course will be delivered through a variety of case studies, team sessions, illustrative examples and participatory forums to help participants understand what customer service in the New Era is and how organizations can progress from good to Great customer servicing.

According to David J. Schwartz, "*When you help others feel important, you help yourself feel important too*." This means every organization should go beyond merely communicating with customers to connecting with them: i.e always having to do more than required at exceeding customer expectation and giving every customer that Wow experience because on the long run truth builds trust.

For every individual to exhibit a positive mindset which reflects an emotional relationship between the giver and the receiver; service ideology has to change; hence the purpose of this training which is aimed at helping participants understands the essence of service in the New Era. This training will focus on the importance of good service to the Customer, the significance to the organization and also the impact on the participant.

**Programme Objectives**

At the end of the programme, participants should be able to:

* Understand the true essence of service philosophy
* Understand how the service model has evolved
* Understand how to gather customer information and build lasting business relationships
* Understand how to satisfy customer’s need and exceed their expectations
* Understand the different customer types and how to handle them
* Understand customer service in the New Era
* Understand how to manage and retain customers in the New Era
* Understand how to measure customer satisfaction surveys using the appropriate tools

**Topics Covered:**

* Service Philosophy
* Evolution of service
* Customer Intelligence
* Identifying customer types
* Customer Service in the New Era
* Managing and retaining today’s Customers
* Customer Satisfaction
* Upselling and Cross- Selling to today’s Customers
* Monitoring and managing Service Delivery

**Who Should Attend?**

* Customer Service Managers
* Call-Centre Managers
* Top Business Executives
* Operational managers
* Human Resource Managers