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COURSE TITLE: VALUE BASED CUSTOMER SERVICE AND EMOTIONAL INTELLIGENCE

Overview

In dealing with customers' needs every iota of professionalism is needed as their needs are increasingly changing in contemporary times. Handling difficult customers requires even more tact and skills as their un-satisfaction can jeopardize a business.

The ability to deal effectively with emotions in the work place is critical to the success of the workers and the organizations. As the pace of the world increases, people and the environment makes more and more demands on our cognitive, emotional and physical resources, Emotional Intelligence is increasingly critical as a skill set. Emotional Intelligence strategies combine with other intelligence increase our ability to successfully manage the constant challenges from customers and the environment.

This training is essentially focused on developing participants skills in Emotional Intelligence to firstly know what they should do and what innate skills and abilities they need to possess to be able to effectively satisfy customers even in very difficult situations and circumstances. The training is to build participants knowledge of emotional intelligence and how they can effectively deploy the knowledge to render a good customer service that guarantees sustainable patronage and growth for the organizations of participants and also guarantee value for the customers.

This training will also enable participants manage change, lead effectively, build meaningful relationships with customers and improve performance.

Learning Objectives

At the end of this training, participants will be able to;

- Realize that leading through emotions can have a dramatic impact on business results
- Understand the emotional makeup of other people especially customers
- Ability to anticipate, recognize and meet customers' needs
- Use effective tactics and techniques for persuasion and desired results
- Have a better understanding of what drives human behavior
- Become aware of the importance of all Emotional Intelligence skills for effective customer service
- Build proficiency in managing relationships with colleagues and customers as well as building networks
- Build one-on-one communication skills for constructive feedback and conflict management
- Use practical tools and skills for communicating effectively, assertively and collaboratively
- Choose perceptions and behaviors that will lead to positive outcomes
- Build confidence to deal with resistance and negativity
- Guide their responses to difficult and challenging situations with customers

Methodology

This training is delivered through intensive and interactive lectures and complimented by skill building exercises and group discussion.

Target Participants

All Managers and Executives, Marketing Managers and Executives, Customer Service Personnel, Persons interested in handling distressing situations and turning them to business success, Persons interested in improving their conflict and communication skills and persons who are interested in creating and maintain truly productive work environments and customer service.

Duration

Two (2) Days

Contents

1. Introduction to Customer Service and Emotional Intelligence
 - ✓ Emotional Intelligence
 - ✓ Customer Service
 - ✓ The evolution of the market place and customer service
 - ✓ Problems facing customer service
 - ✓ Customer Service as the ultimate weapon
 - ✓ Emotional Intelligence as a breakthrough customer service strategy

2. The Five Competencies of Emotional Intelligence

- ✓ Self-Awareness
- ✓ Self-Regulation
- ✓ Self-Motivation
- ✓ Empathy
- ✓ Effective Relationships

3. Using Emotional Intelligence to drive effective Customer Service

- ✓ Applying the Competencies of Emotional Intelligence to handle difficult customers
- ✓ Applying the competencies to effectively communicate (verbal and non-verbal) with customers