

# Critical Customer Care – Prescription for Success

(5 day course)



SHMAILAN

## COURSE OBJECTIVE

In today's challenging economy providing good customer care is even more critical. Customers are more cautious about purchases and may be facing their own personal financial challenges. Employees can get discouraged and de-motivated because it seems more and more difficult to do their job. They also may be experiencing fear and concerns about the economy.

In times of economic change those businesses that continue to provide excellent customer care will have a much better chance of weathering the storm. This course will help employees to understand how to adapt to the change and still provide the best care possible.

## AUDIENCE

### Who does this training benefit :

Individuals and organizations looking to improve their customer care.

- Sales Staff
- Customer Service
- Call Centres
- Marketing
- Front Line Staff

### Course Prerequisites :

None

### Workshop Structure :

- Theory supported by examples
- Case study
- Practical group exercises
- Supporting training material is provided to each participant

### Timing :

9.00am to 2.00pm\*

Refreshments and a one hour lunch break is provided

\* Hours can be flexible based on client needs

### Location :

Four or Five Store Hotel in Dubai\*  
Details provided upon registration

## Course Benefits

- Understand the customer perspective
- Know the critical need to serve better
- Be more confident in your abilities to serve customers
- Be a champion for your company and your clients
- Learn to more effectively deal with difficult people
- Understand the contribution good customer care makes to the bottom line of your organisation

# Critical Customer Care- Course Review

## What You Will Learn

- Understand how the crisis is effecting their performance
- Understand how to improve their motivation
- Understand how to understand the customers point of view and provide the right service
- Help customers make the decision to buy
- Understand how to find solutions to customers problems
- Understand how to communicate effectively with customers
- Understand how to present your products or services in a non-threatening way
- How to find creative new markets to sell your products or services
- Understand how to differentiate yourself from the competition in the by offering great customer care

## Course Content

- The impact the global economic changes on service providers and customers
- What motivates and de-motivates employees and customers
- Keeping a positive attitude in difficult times
- Effective communication strategies
- Practical exercise – 3 stages of change
- The customer perspective in difficult financial times
- Overcoming objections and helping customers to buy
- How would they like to be treated
- Creating new ideas to promote your service and find new customers
- Learning how to “soft sell” the customer
- Handling customer problems effectively without getting upset
- Strategies for dealing with difficult people
- Effective cost savings ideas
- How to make a difference in difficult times for your customers
- Understand the key elements of customer care
- Identify your customers
- Identify your role and responsibilities in providing customer care
- The right first impression
- Differentiate between tangible and intangible elements of service
- Highlight the impact of customer care on an organization
- Benefits of good customer care to an organisation and to the delegates
- Understand the difference between internal and external customers
- Learn how to effectively service internal customers
- Understand the relationship between good internal service and good external service
- Develop strategies to improve internal customer service

## CANCELLATION POLICY

Delegates can cancel in writing at any time with the following fee applicable  
 13 – 5 days 20% of training cost  
 5 – 3 days 40% of training cost  
 2 – training date 80% of training cost

## NOTIFICATION

Joining instructions will be emailed to the training coordinator 5 days in advance of the workshop date

## SCHEDULE

	January	February	March	April	May	June
Critical Customer Care					X	
	July	August	September	October	November	December
				X		

## PRICE

		US \$
	Per delegate	\$2995.00

## BOOKING

1. **RESERVE** your place by emailing us at [info@sigtraining.com](mailto:info@sigtraining.com)
2. **CONFIRM** your attendance using the attached booking form

# Critical Customer Care

Booking Form Fax Back  
To  
**FAO INFO**  
Fax Number: 97143415352

Shmailan International Training  
P.O. Box 118485  
Dubai  
United Arab Emirates  
[www.sigtraining.com](http://www.sigtraining.com)  
Phone: 971502977030  
Email : [info@sigtraining.com](mailto:info@sigtraining.com)

Company : .....  
Address : .....  
.....  
.....Postcode : .....  
Telephone : ..... Fax : .....

### Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : ..... Surname : .....  
Position : ..... Department : .....  
Email : ..... Telephone : .....

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First Name : ..... Surname : .....  
Position : ..... Department : .....  
Email : ..... Telephone : .....

Course : Critical Customer Care

Date of Workshop : .....

### Invoice Details

Company : ..... Mr/Mrs/Miss/Ms. (please circle)  
First Name : ..... Surname : .....  
Department : ..... Email : .....  
Address : .....  
PO Number..... Postcode : .....  
Telephone : ..... Fax : .....

Cost of Course per delegate : .....  
Number of delegates attending : .....  
Total Cost : .....  
Name (please print) : .....

**SIGNATURE**

