

PROFESSIONAL CERTIFICATE IN CUSTOMER SERVICE AND RELATIONSHIP MANAGEMENT



International School
Of Management

— UNLOCKING KNOWLEDGE —

INTRODUCTION



The customer is King. This is one adage everyone is familiar with. Either you shine shoes for a living or occupy the highest position in the biggest corporation in the world, the true boss is he who keeps your business running by bringing income, the desired benefit or return to your organization and fulfilling the purpose for which your business exists and whom it serves- The Customer!

Whilst Corporate Mission Statements often reel off several epitaphs and mantras- happy customers...our goal! Your satisfaction... our promise! All for you! These same executives go back to their offices, de-employ staff, fail to implement a customer service improvement plan and send memos out saying customers' complaints are unjustified and overblown. Unfortunately, this one stakeholder of the business can often hold you to your word and by all means get what they want/what you promised, or never utter a word to you the owner of the business or an employee but yet with the least effort, pull you down the rung of success achieved into failure. So, why should we not pay attention or give all it takes to keep these unique crop of people coming back for the services or goods we offer? Whilst service delivery differs with every customer and each circumstance, we know of a certainty that your efforts will always be the same practising the art of delivering excellent customer service- a satisfied customer!

Everyone from the CEO to the customer-facing employees of any organization talks about how important the customer is to their core existence, operation and success. We all try to convince our audience how much we believe in customer service. "Excellent Customer Service," is the cliché for catching the customer's attention but keeping the customer is an art. No matter how complex the business, this art of delivery can be nailed down to propositions that are ever winning and can be applied in each situation such that your good intentions meet the real world. These customer service skills will empower you to value every customer, earn their loyalty (even in the toughest of situations/circumstances) and repeatedly bring business home for your organization or corporation.

COURSE DESCRIPTION

Service excellence goes beyond smiling and keeping friendly frontliners. Since customers are the lifeblood of any organization, every activity starts with and ends with them. Therefore, the art of excellent customer service delivery must be embedded in each organization's culture. This can be seen in how each employee values his or her contribution to customers' satisfaction and happiness regardless of where he or she is in the organization; whether in the front lines or in the back office. This course expounds on the art through the in depth study of the following modules:

1. Introduction to Excellent Customer Service.

Statistics show that customers will spend up to 10% more for the same product with better service for every good service delivery. It is reportedly said that customers would tell 10-12 people on average about each poor service delivery experienced versus 1 person for good service delivery experienced!

This module introduces the participants to the definition of the customer, the psychology of customers- identifying their wants, needs and expectations, the various environments of operation and qualities essential for excellent service delivery as an art including the customer-centric mind set.

Case studies and practical scenarios will be employed to embed the role of knowledge of products and services, the effect of 'simple Actions, Huge Returns' in the delivery of service and customer care.

There is a 91% chance that poor service will dissuade a customer from ever going back to a company whilst 82% chance exist of a repurchase from a company where a customer is satisfied. This is integrally a part of the culture espoused by each organization. How to build strong customer focus as an organizational culture such that customers keep coming back will be addressed.

2. The Art of Communication and Interpersonal Skills

A critical part of providing quality customer service is the way in which we communicate. Either with internal or external clients, good communication skills go a long way in the delivery of services.

Positive and effective communication skills to enhance sales and customer support will be taught in detail. The roles of verbal and non-verbal communication, telephone and e-mail etiquettes and troubleshooting will be explored.

Skills to managing difficult situations and turning them into success stories, as well as dealing with stress, conflicts and their resolutions will be taught in depth.

Finally, excellent customer service delivery often hinges on effective team building and management. With each member of the team playing a crucial part in the delivery; nurturing 'you' from good to better and best is essential in this programme and will be espoused through the varying knowledge of interpersonal skills.

3. Service Recovery and Creative Thinking.

Human beings are open to making mistakes and our customers are the subjects of these errors that are sometimes due to our faults, other times, customers wrongly assign the blame to us. When situations go bad, the first thought is flight, fight or freeze. But neither of these responses need be the case. This module provides the participants with up-to-date skills in recovering failed services, even the worst of them. Effective service recovery ensures overcoming mistakes and winning customers for onward engagement in our businesses.

COURSE DESCRIPTION (CONT'D)

Thinking outside the box is necessary and is a skill set that is curated in the participants through Creative Thinking, empowering them in resolving customer problems and issues that could arise at any time.

Tools for understanding, meeting and exceeding customers' expectations, processes of resolution of customers' queries and issues will be taught to ensure optimum delivery.

4. Building Loyalty for Life and Customer Service in the 21st Century

Service leaders focus on keeping customers because they know how critical loyalty is to their success. Obtaining loyalty from customers goes beyond providing excellent service.

Building loyalty is a competitive edge that must be employed by organizations excellent at what they do. Where an organization operates in an extremely competitive market with major global competitors in addition to local rivals, the loss of one customer might be an irreparable loss to the organization. This module will give participants the practical ways to achieving this feat.

The 21st century has ushered in the use of information technology into every facet of our lives and businesses. Hence, the use of the digital revolution in creating unique customer satisfaction experiences that ensures continuous patronage of businesses. Case studies will be employed to show participants the practicality of the various social tools available for providing cutting edge solutions to the issues of our customers on time and in real time, truly excelling in service delivery in contemporary times.

KEY LEARNING POINTS

- Imbibe the paradigm shift to embrace the customer-focused mindset irrespective of where you are in any organization.
- Appreciate the need to commence service excellence with internal customers in order to deliver at the same level to external customers.
- Emulate five practices of high performance service professionals
- Map internal and external service processes to identify moments of truth with customers and ensure their expectations are being met.
- Establish strategies for ensuring exceptional positive experience for the customers
- Build the necessary skills for establishing rapport and positive relationship with customers.
- Manage challenging situations with difficult customers in a highly professional manner while repairing relationship with angry customers in order to rebuild their trust.
- Create a personal service excellence project for applying learning to workplace situations.
- Step-by-step ways to service recovery, even in the worst of situations
- Building a crop of loyal customers in present times.
- Using social tools to deliver excellent customer service experiences.

WHO SHOULD ATTEND

This course is designed for anyone with the interest to succeed in any relationship management career facing internal or external customers; sales and marketing teams and customer care professionals.

REGISTRATION & ENQUIRIES

Duration : 2 days

Registration : N10, 000 (non-refundable)

Tuition : N150, 000

FOR FURTHER ENQUIRIES, PLEASE CONTACT:

International School of Management, Lagos

5 Yesuf Abiodun Street, Oniru Victorial Island, Lagos.

Tel: 08090890909, 08085369898, 08085369976, 08086815957

Email: registrar@ism.edu.ng

Website: www.ism.edu.ng

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