



Cyprus College

The School of Professional Studies



EXCELLENCE IN CUSTOMER SERVICE - BEYOND THEORY

6 CPD UNITS

Customer service excellence is an integral component of business growth. Organizations must commit to a high-quality service culture and recognize the customer service team's responsibility in maintaining and improving position in sales efforts. The strong relationship between a business' customer service team and the business' success has long been established. Improving this essential skill not only builds customer satisfaction, but also helps to retain loyal customers and expand the level of repeat clients.

Having a customer service team that understands your customers and their problems and knows how to relate to customers in a way that builds trust will ultimately help your organization increase sales and establish a culture of service excellence.

DATES & VENUE



NICOSIA

15/06

THURSDAY

9.00-16.00

COST: €130+VAT

DISCOUNTS ARE AVAILABLE FOR
MULTIPLE REGISTRATIONS FROM THE
SAME ORGANIZATION



Classroom

INSTRUCTOR: ANDRIE PENTA (BA (HONS), MSC, CIM, AICI)

Andrie studied Marketing and Business Management in London where she also acquired the Advanced Certificate from the Chartered Institute of Marketing London. She oversaw marketing and communications at EY Cyprus until 2008. At the same time, she graduated with Distinction from London and was awarded a Master's degree in Strategic Marketing. In 2008, she founded Penta Marketing Art, which provided marketing and public relations solutions for private and public companies. In 2010, she founded the Cyprus Image Institute after obtaining the title of Certified Image Maker (with attendance in London) and joined as an associate member of the Association of Image Consultants International. At 27, Andrie was the youngest nominated Ambassador for Female Entrepreneurship for Europe, serving since then as a business advisor and mentor. In 2013, Andrie was designated as the Goodwill Ambassador of the Hope in Life Foundation and a Cypriot Woman of the Year (2013) finalist. She was a Senior Manager at the Markets department of KPMG in Cyprus, and she held the role of the CEO of the Ronald McDonald House Charities of Cyprus until 2022. Andrie is a Certified trainer by the Human Resource Development Authority of Cyprus. Her areas of expertise include Communication, Marketing, Customer Experience, Personal Branding, Public Speaking, Media Training, Management Skills, and Leadership.

TOPICS TO BE COVERED

Understanding the Customer

- What is the profile of today's customer?
- Segmenting and understanding the various types of clients that call-in for service
- Customer-centricity during service delivery

Quality Telephone Customer Service

- New customers vs Returning customers
- Tailoring the customer service provision
- The good, the bad and the ugly service
- How to show that you care

Customer Dissatisfaction

Meeting Customer Expectations

- What gets in the way of meeting or exceeding customer expectations?
- Why do customers stop coming back?
- Customer evaluation service quality points

Better Service Through Advanced Communication

Problem and Complaint Handling

Turning a Customer Complaint into a Positive Experience

TARGET GROUP

This training course is designed for Sales and Marketing professionals, Customer services professionals and anyone in an organization dealing with customers.

LANGUAGE OF INSTRUCTION: ENGLISH

Take the **next step UP** in your career. Sign up now!

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