

# EXCELLENCE IN CUSTOMER SERVICE: BEYOND THEORY

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.

The training methodology combines lectures, discussions, group exercises and illustrations. Participants will gain both theoretical and practical knowledge of the topics. The emphasis is on the practical application of the topics and as a result participant will go back to the workplace with both the ability and the confidence to apply the techniques learned to their duties.

## TARGET GROUP

This training course is a suitably wide range of professionals but will significantly benefit Managers, Team Leaders, Supervisors, Field Service Representatives, Public Relation Professionals, Frontline Customer Service Representatives (CSR).

LANGUAGE OF INSTRUCTION  
English

## 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

## INSTRUCTOR

Andrie Penta (BA (HONS), MSC, CIM, AICI)

## DATES & VENUE

NICOSIA

04/04 | THURSDAY | 9.00-16.00

COST: €130+VAT

DISCOUNTS ARE AVAILABLE FOR MULTIPLE REGISTRATIONS FROM THE SAME ORGANIZATION

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