



Sales, Marketing and Customer Service

Excellence in Customer Service

Course Introduction

To achieve customer service excellence is to learn about your customers' preferences and anticipate their needs. After you understand what customers like, personalize the experience to add the “**wow**” element to your service.

Customer Service Workshop enlighten your team to the customer experience in a very different way, it let them take a walk-in consumers' shoes, understand today's consumer's mindset, introduce the principles customer relation management (**crm**) management is one of the most important components for sustenance and growth of an organization, provide the the participants with effective phone skills techniques, trace the loyalty loop phases and plan how to map the consumer experience journey ; which leads to a greater brand recognition, unique reputation and loyal customers .

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist

- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Identify the basics of Customer service and its impact on today's competitive market
- Illustrate the latest Challenges that could face companies nowadays
- Recognize the evolution of some important terms in the Customer service world
- Describe the main pillars of "Customer Experience" Indicate the Customer journey mapping steps
- Define The CRM
- Discuss the Importance Of CRM
- Visualize how to implement CRM
- Describe the Phone Structure
- Master the Process of holding Protocols
- Examine What should & Shouldn't Do through phone calls with Customers
- Implement techniques to Handle Difficult Calls
- Trace the transition that happened recently from Marketing Funnel to Loyalty loop
- Create a Customer Journey plan through the Happiness Makers game
- Plan a set of actions to be done after the workshop through a take-home action plan

Course Outline

- **01 Day one**

The impact of proper customer service on business revenues

- Customer Service Basics
- Persona: Types of Customers & Segmentation
- Last decade challenges
- Customers become smarter
- Customer experience in the era of AI

- Crucial market competition: your competitor become one click away
- The craving for positive social media reviews
- The Amazon Effect

The WOW Factor Customer Service terms

- Customer Excellence
- Customer Delights
- Internal VS External Customers
- Customer Centricity
- CSAT: Customer satisfaction
- Customer Experience: the proactive approach of Customer service
- Customer Experience Vs User experience
- Voice of Customer

• 02 Day Two

Customer Experience for WOW Factor

- Fast and effortless customer service experience
- Customer Journey
- Brand touchpoints
- The environments the customer experiences Turn CX to your Competitive Advantage

Customer relation management

- What is Customer Relationship Management?
- Impact of IT and Globalization on CRM
- Evolution of CRM and Classifications
- The Value Pyramid
- Customer Interaction Cycle
- Customer Profiling and Total Customer Experience
- Goals of a CRM Strategy and Obstacles
- CRM Solutions Map
- Customer Centric Enterprise (CCE)
- Discussing People, Processes and Technology
- CRM in Various Industries
- Misconceptions about CRM

• 03 Day Three

Implementing Customer Relation Management

- Defining the CRM Vision

- Assessing CRM Readiness
- Factors Affecting CRM Implementation
- CRM Implementation Challenges
- Phases of CRM Implementation
- Upgrades and Change Management
- CRM Implementation Pitfalls
- CRM Performance Measurement

• 04 Day Four

WOW Factor Customer Service Phone Skills

- Call Structure
- Greeting/Closing
- Hold Protocols
- Empathy & Handling difficult customers
- Do's & Don'ts
- Process for how to Handle complaints

• 05 Day Five

The WOW Customer Factor Mapping

- What Customers want: Take a walk in their shoes
- From Touchpoints to Journey
- The principles of mapping customer journeys effectively
- Keeping it simple and actionable
- Prioritizing the most important things

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
July 28, 2025	Aug. 1, 2025	5 days	2150.00 \$	Virtual - Online
Oct. 20, 2025	Oct. 24, 2025	5 days	4250.00 \$	UAE - Dubai

