



Sales, Marketing and Customer Service

## Beyond Customer Service

# Course Introduction

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## Customer Service

Becoming customer-centric is one of the most important aims of any organization. Customer centricity refers to the orientation of a company to the needs and behaviors of its customers, rather than internal drivers such as the quest for short-term profit.

Customers have high expectations and demand quality customer service from companies they choose to do business with. Providing customer service excellence gives an organization a competitive advantage in the marketplace and is the key factor that keeps customers coming back. Successful organizations understand the importance of developing a customer-centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty

## Target Audience

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- 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

# Learning Objectives

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

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

## Course Outline

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- **01 Day One**

### **THE BUILDING BLOCKS OF A CUSTOMER CENTRIC ORGANISATION**

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

- **02 Day Two**

### **DEVELOPING A TOP-DOWN CUSTOMER-CENTRIC CULTURE**

- Establish the importance of setting and reviewing customer service standards
- Develop an understanding of internal and external customer expectations
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

- **03 Day Three**

### **RESPONDING TO THE VOICE OF THE CUSTOMER**

- Case study: Best and worst-rated companies for customer service
- Listen, act, and deliver on customer needs
- Re-evaluate and realign the customer experience in line with demand
- Creating favorable customer service 'touch points' within your company

- **04 Day Four**

**Practical exercise: List the ways that your organization creates positive 'touch points'**

- Leading and motivating others to deliver superior service levels
- The Customer Loyalty Chain
- Developing the processes that nurture customer brand loyalty

- **05 Day Five**

### **MEASURING AND MONITORING CUSTOMER SATISFACTION**

- Why is measuring customer satisfaction important?
- Why is it critical to encourage customer complaints and feedback?
- Establishing quality customer service satisfaction measuring and monitoring standards

## **Confirmed Sessions**

FROM	TO	DURATION	FEES	LOCATION
June 1, 2025	June 5, 2025	5 days	4250.00 \$	Bahrain - Manama
Sept. 8, 2025	Sept. 12, 2025	5 days	5950.00 \$	USA - Texas
Dec. 8, 2025	Dec. 12, 2025	5 days	4250.00 \$	UAE - Dubai

