



Website : [www.bcdbh.org](http://www.bcdbh.org)

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## Beyond Customer Service: Service Quality and Excellence

Date	Venues	(\$)Fees	Book your seat
02 Mar -06 Mar 2025	Kuala Lumpur	3150	<a href="#">Register Now</a>

### Course Overview

Delegates will learn effective customer centric strategies and best practices to provide world-class customer service excellence. This dynamic, 5-day course gives customer service professionals the communication skills, technology tools, and motivation they require to build strong customer relationships and develop a customer centric organisation.

### Course Objective

- 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

### Who Should Attend?

- Customer service representatives
- Team supervisors
- Department managers
- Account managers
- Field service representatives

### Course Outline

#### **The Building Blocks of a Customer Centric Organisation**

#### **Developing a Top-Down Customer-centric Culture**

#### **Responding to the Voice of the Customer**

#### **Measuring and Monitoring Customer Satisfaction**

#### **Leading the Way to Customer Service Excellence!**

### Training Methodology

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities



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- Case Studies
- Workshops
- Games & Role plays