



The High Care of Customer

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| 21 Dec -25 Dec 2025 | Istanbul | 3150 | Register Now |

Course Overview

In this increasingly competitive world, customers are in a position to demand forever increasing levels of service and quality. Rather than simply react to their demands, successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction.

The concept of 'Customer Care' is one that is often used without being implemented properly. But if your company lives up to these claims, you will create better customer relationships and a smoother, more efficient and more profitable operation.

To achieve this, we work with you to define your objectives, the way topics need to be covered, and which skills improvements will be most effective.

Course Objective

- To provide bottom line improvements in service delivery, customer growth and profit.
- To increase the level of "Customer satisfaction" by creating service excellence.
- To recognize the need for excellence in customer service in the organization
- Help influence and set customer expectations
- Enables delegates to understand the vital importance of customer service to any organization.
- To assists delegates to provide exceptional customer service, either themselves or through the actions of their staff.
- Measure their own degree of customer focus and be able to apply a variety of methods to get closer to the customer

Who Should Attend?

- The programme is suitable for business professionals in customer facing positions or with specific responsibilities for Service Quality and Customer Satisfaction. It will be especially valuable to those in specific customer service roles.
- The programme will be of great benefit to people new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills.

Course Outline

- What is Customer Care?
- Understanding the different between good service and great service.
- How to make great customer service a mission
- Who Are Your Customers?
- Meeting Expectations
- Standards
- Telephone Techniques
- Dealing with Challenges



Website : www.bcdbh.org

0097337256803

info@bcdbh.org

- Dealing with Difficult People
- Handling customers' inquiries and solve their problems effectively.
- Handling conflicts that arise with the customers
- Making customer service a win-win situation.

Training Methodology

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation