

## Customer Service Excellence Course

Building Through Learning...



### Program Overview

Although it is one of the key priorities of any organization to provide an utmost satisfaction to its customers, it is getting harder and harder to please today's demanding clients. To achieve this objective, each organization needs to invest continuous effort to enhance the required skills of customer service and discover the strategies and best practices used by highly successful, world-class organizations that deliver superior customer service. The winning customer service formula for the new century includes understanding the customer, learning how to put the customer first and leveraging the potential of every person who comes in contact with customers.

As it is considered the Regional IT Institute's responsibility to address almost every rising field of knowledge that draws the interest of the Egyptian society, and because many youth are becoming growingly attracted to work in customer service or learn about it, RITI has added the customer service course to its long list of short training courses to realize its duty towards the Egyptian and regional society.

### Content

This course is designed to address different aspects of customer service, by which the participants will be able to gain, refresh and enhance their knowledge and skills required to provide excellent services to their customers whether internal or external ones. Hands-on case studies, examples and role playing will be used.

#### **The main outlines of this course are as follows:**

##### **Customer Service Concepts and Customer Definition**

- What is Customer Service?
- Why Care for Customers?
- Customers Types.
- Who are your Customers?
- Interpersonal Skills Needed for Customer Service.

##### **Customer Communication Tools**

- Communicating with your Customer.
- Building Customer Rapport.
- Telephone Skills and Etiquette.
- The use of E-mail.

### Excellence in Service

- Satisfy Customer Needs.
- Fundamentals for Managers.
- Fundamentals for Employees.
- Establishing Service Standards.
- Providing Superior Customer Service.

### Customer Retention

- What is Customer Retention?
- Handling Customer Complaints.
- Handling Angry Customers.
- Turning Complaints into Delight.

### Key Benefits

Upon the completion of this program you will gain:

- The most suitable ways to gain customers satisfaction and maintain it.
- Improved communication skills and the ability to deal with different kinds of customers.
- The capability of developing and implementing a customer retention program.

### Participants' Profile

This program is designed for individuals who are office personnel and all staff that is a touch point to the customer directly or indirectly, and want to improve their working relationship both with external and internal customers. This includes individuals working in: telemarketing, customer service and call center departments. This is an interactive course where the participants are expected to share their experiences and thoughts with the instructors. The course will include role playing for each employee category to emphasize course objective.

### Instructors' Profile

This program is conducted by excellent faculty, who has long experience in both practicing and teaching customer service and other soft interpersonal skills. All instructors are master holders or higher.

### Practical Information

**Location:** Regional IT Institute Premises.

**Duration:** 20 hours.

**Schedule:** Twice a week from 18:00 to 22:00.

**Registration Requirements:** Registration form and 2 photos.

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#### For Information and Registration

#### Regional IT Institute

Training Development Programs

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