



جمعية المهندسين البحرينية - مركز التدريب
Bahrain Society of Engineers - TRAINING CENTRE

Training Workshop





Delivering Excellent

Customer Service



20-23 August 2017
8:00 am – 2:00 pm
Manama, Kingdom of Bahrain

- Do you or your staff have the right skill sets to deliver exceptional customer service?
- Currently how do you improve your Customer Service Skills and approaches?
- Do you strive to continuously improve your customer service?
- Do you listen to your customers and their needs?
- Do you currently listen effectively to uncover the customer's true needs?

-  American Service Model
-  Japanese Service Model
-  Scandinavia Service Model
-  How to handle 5 types of customer's complaints

FOR REGISTRATION & INQUIRIES:
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Fax: +973 17-827475
Email: bsetraining@batelco.com.bh
Website: www.mohandis.org



QQA Seal of Recognition:

Delivering Excellent Customer Service

Introduction:

Do you impress your customers every time you interact with them?

You must go beyond simply delivering your product, and develop strong relationships with your customers. It is essential that you provide a unique customer experience by proactively anticipating your customers' needs and expectations, exceeding them every single time.

In order to achieve this, it is important to ask yourself questions such as:

- ✓ Do you or your staff have the right skill sets to deliver exceptional customer service?
- ✓ Currently how do you improve your Customer Service Skills and approaches?
- ✓ Do you strive to continuously improve your customer service?
- ✓ Do you listen to your customers and their needs?
- ✓ Do you currently listen effectively to uncover the customer's true needs?

What is
Customer
Service?



Objectives & Benefits:

- Explain what customer service means in relation to internal & external customers
- Defining good service
- Adapting a professional approach to clients
- Recognize how one's attitude affects service standards
- Master ways to develop & maintain a positive, customer focused, attitude
- Develop needs analysis techniques to better address customer needs
- Apply outstanding customer service techniques to generate return business & citizens satisfaction
- Practice techniques for developing good will through in-person customer service
- Formulate take away techniques for service excellence
- Master techniques for dealing with difficult customers
- Acquire tools for recovering difficult customers
- Handling customer complains
- Practicing different customer services international models

Course Methodology:

- *Group Discussions*
- *Training Games*
- *Training Contests*
- *Personality Lab*
- *Video Clips*
- *Simulations exercises*
- *Case studies*
- *Problem Solving Exercises*
- *Personal Incubation*
- *Couching*
- *Assessments*

Who should attend?

- Staff & employee in supervisory
- Management level involved in direct relations to customers & government services

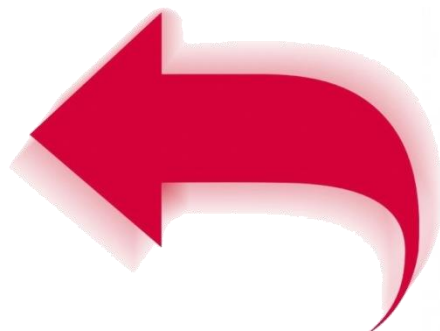


Course Outline

- *What is customer service & what is good customer service?*
- *Services inverted triangle*
- *Seven sins of service*
- *What do customers expect? TREAT model*
- *Customer Service Metrics*
- *10 rules for great customer service*
- *Customer relation development & customer service*
- *Customer service characteristics*
- *Quality standards & customer service*
 - *Ten standards for the quality of service to individuals: b to c*
 - *Service quality standards for organizations b to b*
- *Customer service employee skills & competences – 25 element*
- *Distinguished service elements - EXCSER model*
- *Discover your customers*
 - *Types of customers*
 - *Customer's relationship building – 6 steps*
 - *Customer service communication Model*
 - *Verbal & nonverbal communications*
- *Influencing your customers*
 - *Six steps to effective communication*
 - *Active listening – Z Model*
 - *Handling difficult customer – 5 steps*
 - *13 Customers type and how to deal with them*
 - *Customer service and the three representational systems - NLP*
- *Customer service Models*
 - *American service model*
 - *Japanese service model*
 - *Scandinavia service model - a moment of truth*
 - *The six elements of the moment of truth and how to apply*
- *Customer complaints*
 - *What we mean by customer complaints why it matters?*
 - *5 Types of Complaining Customers (and How to Handle Them)*
 - *10 steps For Dealing with Customer Complaints*

Course Fee:

- BD 400
Inclusions: Training handout, Certificate of attendance, Lunch and refreshments.



Course Trainer

Dr. Emad Al Zaidani

Dr. Al-Zaidani is Business and human capital Developer, Futurist & certified trainers in Quality & many Creative Thinking models. He is also specializes in many areas, such as leaders and managers development, strategic thinking & planning, marketing planning, sales Development management, Franchising, developing markets, penetrations Strategies and controlling competition, quality and human resource developer. He conducted many courses in Gulf countries, Malaysia & UK. in the previous mentioned areas.

During his 30 years of professional practice he gained a thorough & extensive experience, reflected greatly in his performance in training & coaching. In Training he focuses in boosting trainee's performance and developing their skills utilizing many tools & means such as but not limited to:

- Personal Incubation
- Personality Lab
- Training Games
- Training Competition
- Brain Reset
- Coaching

Quality Procedures:

Assessment:

All assessments will be conducted during the Workshop. Assessment tasks consist of e.g.: Quizzes, Practical discussions, case studies, role plays, onsite Exercises, hands-on.

Certificates:

Certificates will be awarded to the learners who pass in the assessments and completed at least 75% of the attendance report.

Course Language: English

Progress Reports:

Progress and attendance reports linked to the specifications for the reporting period will be sent to the company of each learner. This report will list learner's progress and achievements with respect to the appropriate section of the syllabus, indicating the progress made towards the training objective.

Delivering Excellent Customer Service

REGISTRATION FORM

Name:

Organization:.....Department:

Position Email:

Address:

Telephone:..... Mobile: Fax:

Course Title	Duration	Date & Venue	Timing	Course Fees
Delivering Excellent Customer Service	4 Days	20-23 August 2017 Manama, Kingdom of Bahrain	8:00 am-2:00 pm	BD 400

Promo & Discounts for early bird registration until 1st August 2017:

- Individual Registration (**Non-Sponsored**) - **10% Discount**
- Group registration composed of five (5) delegates - **15% Discount**
- BSE Members (as individual/ non-sponsored) - **20% Discount**
- Free seat for BSE active member (conditions applied)

Note:

- For Individual/ overseas, payment shall be received upon submission of the completed registration form.
- Registration shall be reconfirmed only once payment has been made prior to the course.
- No Show of participant/s during the course will be charged in full amount accordingly.
- Cancellation of participant/s shall be submitted in writing to BSE ten days (10 days) before the course.

Method of payment:

- I will pay by Cash
- Invoice the Organization (Please attach the authorization/nomination letter)
- I enclose a Banker's Draft payable to Bahrain Society of Engineers-Training Centre
- Bank BIC: NBOBBHBM / IBAN: BH18 NBOB 0000 0099 0989 11National Bank of Bahrain-Manama Main Branch
- Please Debit to Amex: _____ Visa: _____ Master Card: _____

(Additional 3% will be charged)

Card Number:..... Expiry Date:.....

Card Holder's name and address (if different from above)

Signature.....

Date:.....

Please send this completed form to:

BSE-Training Centre, P. O. Box 835, Manama, Bahrain

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