



MANAGEMENT

# CUSTOMER SERVICES

“INTELLECTUAL RESOURCES FOR THE  
ADVANCEMENT OF AFRIKAN SOCIETY”



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# CUSTOMER SERVICES

## COURSE DESCRIPTION

Always putting your customer at the centre of your business creates a service driven culture. The best and most successful businesses clearly understood this fact. This two-day customer service training course will motivate participants to become more customer focused and more passionate about delivering outstanding service by understanding the logical and emotional motivations of a customer to buy or continue using a service. Participants will learn how to become more flexible communicators who are able to engage better with customers, portray energy, commitment and ownership in each customer interaction.

This three- day program will energize staff to deliver world class service that leaves customers with a lasting positive impression about the organization. Moreover, the course will give an attitude transforming experience into your organization which should enable it to serve customers as the bosses they really are. Customer satisfaction and brand evolution and success are interdependent and directly proportional thus teaching the staff how to bring about this satisfaction is of paramount importance to this course's objectives. The course is designed to cover a full range of activities involved in the management of client relations.



## OUTCOMES OF THE COURSE

- Master fundamentals of customer services
- To grasp effective and genuine communication skills with customers
- To apply strategies of dealing with challenging customers
- Flexibility to customers moods and complications
- Quality grooming and etiquette skills in handling customers
- Improved interpersonal and intrapersonal skills

## WHO SHOULD TAKE THIS COURSE?

- Public relations officers
- Front office personnel
- Secretaries and personal assistants
- Customer service officers
- Senior & mid-level management
- Civil servants

There are no minimum **Academic Requirements.** Anyone interested can take this course.

## TEACHING METHODS

Lecturers will be conducted through oral, PowerPoint presentations, videos & pictures.

## GENERAL LEARNING STRUCTURE

### ASSESSMENT

After every 3 topics, participants will be required to do group work discussions and coursework and self-assessment exercises.

**COURSE FEES:** TBA

### COURSE AVAILABILITY

One can take this course at any time of the year depending on convenience.

**COURSE DURATION:** 2 Days

## TOPICS TO BE COVERED

### **Introduction to Customer Services**

- What is Customer Service
- Who are Customers
- Theories of Customer Service

### **African Philosophy and Laws of Thinking**

- African Philosophy and Customer care
- Laws of thinking

### **Essential Communication Skills**

- First impression matters: Making a good first impression
- Effective communication skills
- Media skills
- Major dos and don'ts of customer service

### **Intrapersonal Skills**

- What are interpersonal and intrapersonal skills
- Stress management
- Attitude

### **Practice what you preach: Dealing with the Customer**

- Communicating with the unsatisfied customer
- Solving the customer's problems
- Follow -up with the customer

### **Effects of Customer Service on Customer Satisfaction**

- Customer Satisfaction
- Negative and Positive effects of customer service on customer satisfaction

### **Public Relations and Customer Care**

- Customer health
- Customer Care skills
- What would the CEO do?

### **Relationship Building in Customer Care**

- Building lasting relations with the customer

### **Grooming and Deportment**

## FOR MORE INFORMATION

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