

CUSTOMER SERVICE

Course Code: GM204

Department: General Management

Description

Customer service has always been recognized as an essential part of any organization. Customer service is not just about keeping some clients happy or solving some minor problems, but it is about fulfilling customers' expectations and raising business profile.

Objectives

Upon completion of this workshop, the participants will be able to:

- Identify the fundamentals of customer service principles.
- How to interact with different type of customers and different personalities.
- What customers want and how to satisfy them.

Outline

The fundamentals of customer service principles.

- Why customer service
- Types of customers
- What customer want
- Is customer always right?
- Personality types
- Communication channels

Getting Information

- Understanding innate fears as hindrances of communication and identifying them to overcome the fears to build a positive relationship.
- Explore ways to build a positive relationship including uplifting messages.
- Explore the different approaches to relationship building.
- Understand the theory of Johari Window in order to assess self-awareness in the participants.

Communication Strategies

- Discuss barriers to communication through active participation by analyzing case studies and self-evaluation exercises which can be applied to everyday life.
- Discover and evaluate the strengths and weaknesses of the participants in their communication competencies through personal exercises and role-plays
- Understand the theory of Johari Window in order to learn the importance of giving feedback with rich input and receiving them with grace and dignity.
- Understand the different types of communication (oral, written, and the use of body language in conveying the intended message)
- Importance of active and empathic listening.
- Ways to indicate listening

- How to confront difficult people and difficult situations assertively and bring resolutions

Mode of Delivery:

- Through presentation, group discussion, role plays and self-assessing exercise

Duration

2 days/3 hours a day

Course Administrator

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