



**SCANDINAVIAN ACADEMY**  
For Training and Development

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Sweden - Norrköping - Timmermangatan100 | P.O.BOX : 60359



## Course: Professional Customer Service

| Code | City                 | Hotel              | Start      | End        | Price  | Language - Hours |
|------|----------------------|--------------------|------------|------------|--------|------------------|
| 304  | Casablanca (Morocco) | Hotel Meeting Room | 2025-02-16 | 2025-02-20 | 3450 € | En - 25          |

### Program Objectives

**By the end of the program, participants will be able to:**

- Understand the importance of a customer service culture in a competitive environment.
- Practice the techniques of managing customer expectations and delighting customers.
- Define the process of managing a customer complaint system.
- Agree and practice strategies for service recovery aimed at regaining customer loyalty.
- Analyze basic behavioral patterns of different customer personalities and the best way to deal with them.

### Program Outline



## **Customer Service**

- Definitions and Concepts

## **The Role of the Customer Service**

### **Executive**

- The Principles of Customer Service

## **Principle Foundation of Superior Customer Service**

- Strong Relationship
- Superior Service
- Professional Behavior

## **A Profile of Different Customer Personalities**

- Ways of Dealing with Them

## **Managing a Customer Complaint System**

- Types of Customer Complaints
- Handling Complaints: Process and Behavior

- Complaint Management Standards
- Elements of a Complaint Management System

## **Attaining Customer Satisfaction through Quality Measures**

- Components of Quality Service
- Elements of the RATER Model

## **Managing Customer Expectations**

- Strategies and Actions to Delight Your Customers

## **Strategies for Service Recovery from a Major Crisis**

- Analyzing the Reasons for the Crisis
- Taking Action to Raise the Level of Customer Loyalty by Dealing with the Crisis

## **Developing a Customer Service Culture within Your Organization**

- The Mindset and the Toolset
- Polishing Your Perception Points
- Keeping Track of Service

## **Effective Communication with Customers**

- Active Listening
- Overcoming Barriers to Effective Communication with Customers
- Re



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**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.