



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Customer Service Mindset

Code	City	Hotel	Start	End	Price	Language - Hours
458	Casablanca (Morocco)	Hotel Meeting Room	2025-04-27	2025-05-01	3450 €	En - 25

Program Objectives

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

- Analyze basic behavioral patterns of different customer personality profiles.
- Practice the skills for dealing with customers and handling their complaints.
- Understand the concept of service mindset and ways of developing it within their organization.

This Program is designed for

All managers, supervisors and employees whose duties involve contacting and dealing with internal and external customers. This program is worth 15 NASBA CPEs.

Program Outline



The Principles of Customer Service

- Definition and Concepts of Customer Service

Serving the Internal and External Customer

- Understanding the Needs of Internal and External Customers

The Principle Foundation for Superior Customer Service

- Strong Relationship
- Superior Service
- Professional Behavior

The Customer Service Mindset

- Components of the Mindset
- Strategies for Building the Mindset among the Staff

A Profile of Different Customers Personalities

- Understanding Their Personalities
- Tips for Dealing with Difficult Personalities

Attaining Customer Satisfaction

- Meeting Their Needs
- Exceeding Their Expectations
- Delighting and Surprising Them

Handling Customers Complaints

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

Effective Communication with Customers

- Active Listening
- Overcoming Communication Barriers
- Reading Customer Body Language



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.