



**SCANDINAVIAN ACADEMY**  
For Training and Development

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## Course: Customer Service Mindset

| Code | City                | Hotel              | Start      | End        | Price  | Language - Hours |
|------|---------------------|--------------------|------------|------------|--------|------------------|
| 458  | Marrakesh (Morocco) | Hotel Meeting Room | 2025-06-15 | 2025-06-19 | 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.