



**SCANDINAVIAN ACADEMY**  
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# Course: Advanced Customer Service Management

Code	City	hotel	Start	End	price	Hours
480	Marrakesh (Morocco)	Hotel Meeting Room	2025-04-20	2025-04-24	3450 €	25

## INTRODUCTION

There has been no time in history when customers have had so much choice of where to get service and goods. The internet has revolutionised the market place: customers can research, purchase and review products and services from the comfort of their own home, or office. Customer expectations have heightened. They demand consistent, professional and effective service from their suppliers. This highly interactive and fun programme examines in depth how to build lasting rapport and mutual respect with your customers while you uncover their needs, match them, build respect and maintain customer loyalty.

### **This programme will enable you to:**

- Build lasting and meaningful relationships with your customers
- Use powerful behavioural tools to ensure you secure and maintain a competitive edge within any marketplace
- Gain a greater understanding of your customers' needs and how to satisfy them
- Explore the basics of Neuro Linguistic Programming (NLP) and Emotional intelligence and discover how they can help you to improve your customer services management
- Influence with integrity and crystal clear communication

## PROGRAMME OBJECTIVES

- The art of building lasting rapport and lasting relationships with colleagues,



customers and friends

- How to modify your own behaviour to match other's
- The model for establishing good working relationships
- An ability to influence with integrity
- An ability to use influencing skills and techniques to build ongoing and long term relationships with key customers
- To be able to create and adapt crystal clear models for communication between your organisation and it's customers
- How to build co-operation and commitment
- A greater understanding of your customers' needs and how to satisfy them
- An ability to tailor services to meet your customers needs
- Long term relationships between your organisation and it's customers
- An ability to be more versatile in every customer facing situation
- The ability to recognise behaviours that may cause conflict in the future, enabling you to defuse awkward, and sometimes critical, confrontations with colleagues and customers alike

## **TRAINING METHODOLOGY**

Participants will learn by active participation throughout the programme, using programme materials, exercises, training videos and discussions of relevant organisational issues.

## **PROGRAMME SUMMARY**

- The behavioural patterns of others and demonstrates how you need to change your own in order to communicate, influence and negotiate more effectively with them
- Looks beyond the traditional "Customer Service" models by examining different behavioural patterns and creating strategies to deal with each.
- In depth processes necessary to ensure a successful conclusion, for all parties, in every customer facing situation



- The powerful tools of NLP (Neuro Linguistic Programming) & Emotional Intelligence

## **PROGRAMME OUTLINE**

### **The world of customer service excellence**

- Customer service and what it means
- Identifying excellence in front-line customer services
- What are the services and products that you offer
- The role of NLP and Emotional Excellence in customer service
- What do your customers say about you and your organisation
- What do you want your customers to say?
- Myths and legends about customer service

### **Gaining a greater understanding of your company**

- From judgements to behavioural flexibility
- Behavioural traits and how to identify them
- Modifying your own behaviour to match other's
- Building lasting rapport
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Body language clues that show how others are thinking and responding to you
- Non verbal clues that show if someone is telling the truth

### **Communication masterclass**

- What is crystal clear communication?



- Communication excellence through powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- Metaphors & Models
- Using perceptual positions to understand your customers' point of view
- Logical levels of change
- Building climates of trust
- Creating well formed outcomes
- Communication skills exercises

### **Influencing with integrity**

- The importance of value sets in modern day business
- Influencing the Influencers and high fliers
- The importance of matching others' language patterns
- Mirroring and pacing - what do they mean?
- Internal and external references
- Coaching - a tool for self and others
- Influencing exercises

### **Conflict, challenge and closure**

- Assertiveness and what it means
- Dealing with difficult people in an assertive way
- Dealing with difficult customers
- Maintaining high standards of customer service
- Reviewing the service that you offer and reacting accordingly
- Embracing change for the good of all
- Personal planning session - dealing with your own customers



**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.