



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Quality Customer Service for Supervisors and Managers

Code	City	hotel	Start	End	price	Hours
102	Istanbul (Turkey)	Hotel Meeting	2024-04-22	2024-04-26	2950 €	25

## Course Description

Customer service is the foundation on which success and profitability can be built. Nowadays most organizations try to give better service than their competitors, by empower their employees at the customer interface to improve processes, procedures and tasks

This 5-day course covers the techniques and tools necessary to change the organization's culture to be more "customer-focused" organization, and help the participant to develop "customer driven" attitudes and behaviors in customer service

## Course Goal:

To enhance the participant's knowledge, Abilities and Skills necessary to lead his team to service excellence and position his department for continuous success

## Course Objectives:

**By the end of the workshop the participant will be able to:**

- Understand Costs of satisfaction vs. unsatisfaction
- Lead Change as a tool for leading teamwork and motivating customers
- Create Supportive, less stressed work environment
- Customer-oriented leadership



## Who Can Benefit?

Supervisors and managers who lead a customer service team.

## Course Outline

- What is Quality Customer service
- Developing targets and processes
- Allocating priorities
- Costs of Customer Satisfaction vs. Dissatisfaction
- Change as a Tool for Leading Teamwork and Motivating Customers
- Supportive, Less Stressed Work Environment
- Customer-Oriented Leadership



**The Scandinavian Academy 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 buffet sessions for light meals during lectures.