



**Customer Service
Sales & Marketing**



SCANDINAVIAN ACADEMY
Training and Development

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Course: Professional Customer Service

Code	City	hotel	Start	End	price	Hours
304	Madrid (Spain)	Hotel Meeting Room	2025-01-20	2025-01-24	5450 €	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



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.