



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Customer Service Mindset

Code	City	hotel	Start	End	price	Hours
458	Munich (Germany)	Hotel Meeting Room	2024-07-15	2024-07-19	5450 €	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 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.