



CERTIFIED CUSTOMER SERVICE MANAGER [CCSM]

PITMAN

Mirqab-Shuhada Str.-Souk Alsafat-3rd Floor



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IPM HISTORY:

INSTITUTE OF PROFESSIONAL MANAGERS was created Five years ago as a private initiative designed to offer postgraduate training programs in the field of business administration and senior management in the United Arab Emirates, Qatar, the Arab Republic of Egypt & The launching of a group known professors and experts in the field of training and education in the Middle East IPM Has been established for cooperation with major universities, colleges and business schools and associations specializing in professional certification in the business administration

INTRODUCTION:

In this increasingly competitive world, customers are in a position to demand forever increasing levels of service and quality. Rather than simply react to their demands, successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction. In this program, you will:

- Learn about Customer Service and Quality Management Tools
- Learn how to improve Customer Satisfaction
- Improve your people skills
- Learn how to proactively manage and control exceptions



PROGRAM SUMMARY

After completing the program, delegates will be equipped with the tools, models, skills and confidence to improve and enhance current practices, develop new processes and monitor their success.

This program will help delegates become customer service champions and equip them with the appropriate confidence, skills and tools to turn any department into a world class service provider and the envy of all other internal customers

WHO SHOULD ATTEND?

- All business professionals in customer facing positions or with specific responsibilities for Service Quality and Customer Satisfaction
- Personnel new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills

PROGRAMME OBJECTIVES

- Describe how to use Quality Management tools and methods
- Build strong customer relationships
- Help influence and set customer expectations
- Measure their own degree of customer focus and be able to apply a variety of methods to get closer to the customer
- Implement improved people skills to enhance customer service
- Improve service to internal customers as well as external customers
- Use skills to build effective relationships

TRAINING METHODOLOGY

The program will be highly participative and will include a wide range of methods including presentations, discussions, videos, case studies and exercises. Where appropriate, these will include real issues brought to the program by delegates.

MDI CERTIFICATE FORMAT:

A framed certificate of completion will be awarded to class members who attend at least 80% of the 40 training hours are granted by Management Development Institute through the College of Business Administration at Missouri State University.

PROGRAM OUTLINE

DAY 1&2 - 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

DAY 3&4 - GAINING A GREATER UNDERSTANDING OF YOUR COMPANY

- From judgments 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

DAY 5&6 - COMMUNICATION MASTER CLASS

- 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

DAY 7&8 - INFLUENCING WITH INTEGRITY

- Back to basics - communicating with our customers
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with Difficult Customers
- Understanding Customer Behaviours
- Understanding where Anger comes from
- Developing Emotional Intelligence

DAY 9&10 - 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

ABOUT IPM EXAMS

IPM COURSES PRE-REQUISITE:

BACHELOR DEGREE IN ANY FIELDS

- 3 Years experience
- Copy of CV
- Copy of university Certificate
- 2 Passport Pictures

FOR NON-BACHELOR HOLDER:

- Copy of CV
- 10 Years of experience

IPM MEMBERSHIP:

- Attend the 40 hours course training
- Pass the course exam

IPM EXAM:

- 40 Multiple Choose Question
- 1 Hour Duration



IMPORTANT NOTE:

Exam fees are included in the course fees, in case the delegate fail in the exam he/she can re-take the exam free of charge, if he/she fail again a fees of 200\$ should be paid, if he/she fail again training course should be re-taken before setting new date for the exam.

