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بروجاكس للتدريب والتطوير
Projacs Training and Development

Leading Service Excellence

16 – 18 August 2020

ONLINE COURSE

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



Introduction

Welcome to a World where Customer Service is no longer a One-Size-Fits-All Proposition; Where Customer Service Excellence is becoming a Science and not “only” a Smile. In Fact, the Demands & Expectations of your Customers are becoming Higher Every Day. Those Demands need not only be met, but also be exceeded at each touchpoint of the Customer Experience Journey to ensure that your Customers are always Happy.

Projacs Academy helps Organizations to identify the Customer Experience Areas of Delight as well as the Customer Experience Pain Areas to apply best Solutions. Furthermore there is a strong Relationship between Employee and Customer Satisfaction—Organization with loyal Customers typically have loyal Employees as well. The continuous Challenge in Service Leadership is to strengthen the link between Employee and Customer Loyalty, and to create an Environment that enables Service Stars to always deliver Excellent Customer Service. This workshop will give the participants all the necessary tools to lead and implement Service Excellence in their Organizations.

Customer Experience Facts

- **70%** of buying experiences are based on how the customer feels they are being treated. ~ McKinsey
- **89%** of consumers who experience poor service with your brand will leave for your competition. ~ Forrester
- **84%** of organizations working to improve the Customer Experience report an increase in revenue. (Dimension Data)
- By **2020**, more than **40%** of all data analytics projects will relate to an aspect of customer experience. (Gartner)

Objectives

- Emphasize the Importance of Excellent Customer Service
- Analyze & Implement The Framework of Customer Experience Excellence
- Identify the (CSE) Benefits on the personal and professional level
- Developing effective Customer Communication Skills

- Recognize and identify Barriers to its delivery
- Have one Customer Service team approach
- Individual personal attitude and the effect this can have
- Measure customer satisfaction levels & take corrective action if needed
- Understand different customer behavior styles and know how to adjust to each
- Manage Challenge and Conflict with Customers effectively
- Offer various alternative solutions that can benefit the Customer when need be
- Practice stress-reduction tactics for the own wellbeing and motivation
- Develop a personal action plan to improve customer service skills
- Go Beyond Customer Experience & Lead in Service Excellence
- Continuously Measure & Improve Customer Experience

Methodology

This workshop combines data, exercises and practice in a mix designed for optimal achievement. The program allows for a lot of interaction and discussions among the participants as well as with the facilitator. Through Group Discussions, Workshops, Role Plays, Videos and Real-World Case Studies, Participants will be introduced to proven Methods as of how to constantly exceed Customers' Expectations and always thrive for excellent reputation.

Course Outlines

- Introductions & Pre-Workshop Assessments
- Re-Defining Customer Service & latest Trends
- Service Excellence Leadership
- Defining Excellent Customer Experience
- Why Customer Experience Matters
- The Customer Experience Superstar
- Common Types of Customers
- What do my Customers really need?
- How to systematically exceed Expectations?
- The Customer Experience Journey (CXJ)
- Effective Customer Communications
- Tools for Dealing with Difficult Customers
- Team-Up in Customer Experience Excellence
- Measuring Customer Experience
- The Dubai Model Government Service Delivery Criteria:
 - Customer Insights
 - Service Charter
 - Service Realization
 - Service Delivery Stars
 - Service Improvement Culture
- Service Excellence Implementation
- Final Test and Action Plan

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Training Method

- Live group instruction through the online platform.
- Use of real-world examples, case studies and exercises.
- Interactive participation and discussion.
- Powerpoint presentation, and online activities.
- Self-assessment tests and group think exercises.
- Mini-individual presentation and sharing feedback.

Duration

Three-Day Program

Schedule

Daily Schedule*:

- Session 1 09:00AM - 10:00AM
- Break 10:00AM - 10:15AM
- Session 2 10:15AM - 11:15AM
- Break 11:15AM - 11:30AM
- Session 3 11:30AM - 12:30PM
- Q & A 12:30PM - 01:00PM

* *Mecca time*

* *Course agenda can be adjusted according to client's preference*

Course Fees*

- **700 USD**
*VAT is Excluded If Applicable