

# Customer Service Excellence

AN INTENSIVE AND HIGHLY PRACTICAL  
— 2 DAY COURSE —

*"If you don't take care of your customers, your competitor will!"*

*- Anonymous*

*"The trainer was extremely good, thank you all very much."*

*- Sushim Mukherjee*

*Seven Seas Computers*

To enquire about the date of the next public course:

**Email Us:** [info@ismdubai.com](mailto:info@ismdubai.com)

**Call Us:** 04 4573814



# ISM

**ISM TRAINING**

*Advance your career...*

*achieve your goals*



# ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

## Effective Telephone Techniques Introduction

As competition in the region continues to grow unabated, price and quality no longer assures the deal. Customers who do not receive quality service levels are turning their backs on companies in droves and tell their friends about the experience!

Organisations must therefore add value to the experience everywhere they can in order to differentiate themselves from the competition. Delivering great customer service is a highly effective method of achieving this whilst being relatively simple to implement and cost effective.

*"The trainer's knowledge was excellent - Well Done and Thanks!"*  
*- Bassem Estwani*

## Purpose of this course

The purpose of this course would primarily be to increase customer satisfaction and enhance sales. The workshop will be highly interactive and participants will have the opportunity to practice and evaluate their use of key skills and techniques under the professional direction of the instructor. Comprehensive workbooks and materials will be provided.

## On successful completion of the course delegates will be able to:

- Maintain professional and consistent customer service.
- Recognise and manage customers' service expectations.
- Use effective communication techniques.
- Build excellent rapport with customers.
- Manage customer expectations.
- Anticipate needs and providing information.



# Key areas covered

01 ▶ The importance of customer service.

02 ▶ What makes good customer service?

03 ▶ Handling complaints effectively.

04 ▶ Communication skills.

05 ▶ Dealing with different personality types.

06 ▶ Evaluating customer service.

07 ▶ The hidden costs of poor customer service.

08 ▶ Focusing on customer's needs.

09 ▶ Customer perceptions.

10 ▶ Human Relationship factors.

11 ▶ Body Language.

12 ▶ Managing customer expectations.

**"Always  
Deliver  
More  
Than  
Expected."  
- Larry Page**

## Training Method

This course is a busy workshop designed to help you develop, improve and implement customer service tools, techniques and strategies.

The ISM Course Director will take each participant through the step-by-step CS techniques critical to the pre-approach, approach and after sales service.

This will be done through a highly charged, enjoyable two day course involving lectures, classroom exercises, role-plays, discussions and extensive accompanying course-notes.

## Participants

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.



## Course Leader : Bexta Tierney

*"The instructor was excellent, very easy to understand."*  
*- James Weeks*

In most of our professional lives in Dubai we have to at some time deliver a presentation, whether it is to a large conference or a small team. Confident presentation skills are an absolute must in today's business environment and could help you build an even more successful and rewarding career.

Bexta Tierney is a strong pro-active leader, empowering staff to take ownership, providing coaching, training and mentoring to enable dedicated high calibre teams to work together and achieve individual targets and client objectives. She has provided high-level strategic planning, commercial development and operational management skills to align client's concept and vision with a deliverable staff training, events management or promotional solution. Bexta has over 20 years' experience in public speaking as Master of Ceremonies. She has just completed her 10th year as a professional voice over artist for the UAE radio and TV.

## COURSE REGISTRATION FORM

Customer Service Excellence



**ISM**  
ISM TRAINING

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

### 01 CHOOSE YOUR PACKAGE

1 Delegate: 3,950 Dhs

2 Delegate: 7,900 Dhs

3 Delegate: 11,850 Dhs

4 Delegate: 15,800 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

### 02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

### 03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:	<input type="text"/>	Industry:	<input type="text"/>
Address:	<input type="text"/>	Postcode:	<input type="text"/>
Country:	<input type="text"/>	Email:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

Authorized Signature' (Mandatory):

Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

### 04 INVOICE CONTACT AND PAYMENT - If different from above

**Note:** Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing	<input type="text"/>				
Tel:	<input type="text"/>	Fax:	<input type="text"/>	Email	<input type="text"/>

### 05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999  
to receive your confirmation and delegate pack.



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