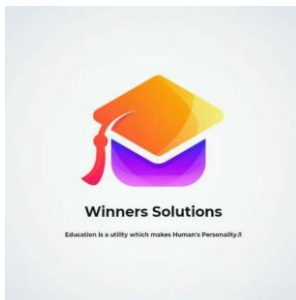


CUSTOMER SERVICE

Training Topics:

- **Developing a 'Customer Service Mindset':**
 - Understanding 21st century customer service
 - Creating an environment of customer service orientation
 - Understanding the differences between customer service, customer satisfaction and customer delight
 - Creating a 'Culture of Commitment'
 - Handling 'Moments of Truth' in the customer interaction process
- **Managing Customer Expectations:**
 - Understanding customer needs and customer expectations
 - Managing customer expectations
 - Managing the perception of customers
 - The 'Golden Rules' of ensuring customer satisfaction
- **Handling Customers:**
 - Understanding the different customer types
 - Aggressive/demanding customers
 - Analytical customers
 - Amiable customers
 - Irate customers
 - Methods to handle the different customer types
- **Empathy:**
 - Understanding the difference between 'Empathy' and 'Sympathy'
 - The 4 A's of Empathy
 - Acknowledge
 - Appreciate
 - Affirm
 - Assure
 - Using the right phrases to empathize



CUSTOMER SERVICE

- **Role Play Simulations:**

- Multiple role play scenarios will be simulated based on the challenges that the participants face on a regular basis
- As many participants as possible will be involved
- Feedback from the facilitator as well as peers will be used as learning tools
- Participants will be assisted to create individual improvement action plans

Training Hours:

The duration of the training program will be 16 hours.

Training Methodology: 85% Experiential – The concepts will be taught using the below mentioned interactive methodologies

- **Our delivery methodology will include:**

- Role Play Simulations
 - These will be based on scenarios that the participants will be faced with on a regular basis
- Movie and Audio Clips
- Instructor Led Training
- Games and Group Activities
- Case Studies

Resources Required:

- Momentum Training Solutions will conduct the training
- Maximum number of participants to a class will be 15
- The training will be conducted at a venue organized by client
- The following will be provided by client:
 - Handouts will be printed/photocopied
 - The LCD projector
 - Audio speakers