



International Training  
Center Paris

# TRAINING SCHEDULE



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# CUSTOMER SERVICE EXCELLENCE

## Overview:

The Customer Service Excellence training program is designed to provide customer service professionals with the skills and knowledge necessary to deliver exceptional customer service. The program will cover a range of topics, including understanding customer expectations, effective communication techniques, conflict resolution, and building customer loyalty.

Objectives:

- Understand the importance of delivering exceptional customer service
- Develop effective communication skills to build rapport with customers
- Learn conflict resolution techniques to handle difficult customers
- Identify strategies to build customer loyalty and retention
- Increase overall customer satisfaction and enhance the reputation of the organization

The training program will include lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to apply the concepts learned in the training program to real-world customer service scenarios. By the end of the training program, participants will have the skills and knowledge necessary to deliver exceptional customer service, handle difficult customers, and build customer loyalty and retention.

## Targeted Groups:

- Customer service representatives
- Front desk personnel
- Administrative assistants with client interactions
- Retail associates
- Call center agents

# Planning:

## **Day 1: Introduction to Customer Service Excellence**

- Understanding the importance of customer service excellence
- Identifying customer expectations and needs
- The impact of customer service on the organization

## **Day 2: Effective Communication Techniques**

- Developing effective communication skills
- Active listening techniques
- Nonverbal communication and its impact on customer service

## **Day 3: Conflict Resolution and Handling Difficult Customers**

- Identifying types of difficult customers
- Conflict resolution techniques
- De-escalation strategies

## **Day 4: Building Customer Loyalty and Retention**

- Strategies for building customer loyalty
- Identifying and addressing customer concerns and complaints
- The role of empathy in customer service

## **Day 5: Enhancing Customer Service Excellence**

- Best practices for delivering exceptional customer service
- Identifying areas for improvement
- Developing an action plan for ongoing customer service improvement