XCELERATE TRAINING INSTITUTE

your learning & development partner

CUSTOMER SERVICE

Customer Service Excellence

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
3 – 7 May 2027	Live online	Online (live)	€1,200
14 – 18 Jun 2027	Boston	Classroom	€5,500
8 – 12 Nov 2027	Live online	Online (live)	€1,200

Register or ask a question

Online: x8ti.com/course/customer-service-excellence/

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Customer Service Excellence

Introduction

Introduction

The way an organization interacts with its customer base directly affects its business growth. Satisfied customers not only visit back to make more purchases, but they also pass on positive recommendations to other prospective customers which improves the future scope of the sale.

Lately, the focus for a new generation of organizations has been on providing their customers with a differentiated experience- something that sets them apart from their competitors. Customer service excellence is becoming an important element in providing this experience.

Customer service excellence takes basic customer service up a notch and includes not only fulfilling the expectations of a customer but also exceeding those expectations. Organizations that strive for customer service excellence approach customers with a focused modes operand of satisfying their customers.

Customer service excellence conveys the core values of an organization to its customers and is a deft way of leaving an enduring impact in the minds of the customers. It not only ensures customer retention but also develops abiding customer loyalty.

How to draw policies that will put customers at the center of the operations? How can sustainable customer relationships be achieved through customer service excellence? How to build a customer excellence culture within the organization? How can customer service be utilized to add value for the customers?

It takes a great amount of concentrated effort to build a customer conducive environment that prioritizes their customers need. Often satisfaction of customers takes a backseat in the frenzied routine of targets and deadlines which ultimately results in customer dissatisfaction and hence leads to contraction of the customer base.

Recognizing the need for a customer focused environment in the present competitive scenario, Xcelerate Training Institute Talent Solutions has brought together a Customer Service Excellence Training Course. The training course drives home the weightage customer service carries in overall business growth.

With practical lessons, participants gain first-hand knowledge in this context. The course aims to impart insight regarding various tools and techniques used in the corporate world. The course is a per-requisite for any associate looking to understand the ideology behind customer service excellence and is willing to get well-versed in the same.

Learning Objectives

On successful completion of Customer Service Excellence Training course, participants shall be able to:

- Read well the needs of the customers and come up with propositions to meet those needs

- Maintain a sustainable long-lasting relationship with its customer base
- Exceed customer expectations by designing personalized experiences for the customer
- Find innovative ways to add value for the customer through customer service
- Develop a better communication channel with customers that provides for an effective feedback system and follow-up
- Recognize customer complaints as a way to improve their functioning
- Develop an efficient way to measure customer service excellence and evaluate the performance of the sales workforce
- Enhance sales of the company and ensure business growth
- Reduce price sensitivity of customers as loyal customers are willing to pay more for the same product and service

Training Methodology

- Interactive sessions
- Case studies
- Problem-solving exercises
- Group Discussions
- Management Games
- Role-playing/role modelling
- Presentations

Xcelerate Training Institute Talent Solutions follows the ‘Do-Review-Learn-Apply’ model.

Benefits For Your Organization

Participants upon successful completion of Customer Service Excellence Course, shall benefit their organization in the following manner:

- The organization will be able to retain its customers for the long term and thereby reducing its customer acquisition cost
- Customers satisfied with service excellence tend to pass on positive word of mouth recommendations to prospective customers which aid in business growth
- Businesses with their service excellence are able to create a competitive advantage in the industry
- Well trained staff equipped with the latest knowledge and tools are more motivated and empowered. They are able to create better connections with their customers which benefits both the customer and the staff
- Improve the profitability of the business through increased sales
- Build a positive image and reputation in the market for being a customer caring organization

Benefits For You

Upon successful completion of the Customer Service Excellence training course, participants shall benefit at a personal level in the following manner:

- Sale representatives equipped with better knowledge and techniques tend to deal with difficult situations in a much more professional manner. This empowers them and motivates them to perform

better

- Improving morale of the sales team as they will be better prepared which will enhance productivity
- Better communication and listening skills
- Developing a progressive set of skills in customer dealing which will help them in advancing their career
- Enhancing emotional connect and empathy with the customers, participants shall be able to timely achieve their targets

Target Audience

- Senior Marketing Managers/ Marketing Heads
- Customer Relationship Managers/ Relationship Managers
- Customer Service Professionals/ Supervisors/ Team Leaders and Managers
- Sales Professionals, Salesperson
- Sales Analysts
- Start-up Founders, Entrepreneurs

Course Outline

Introduction to Customer Service Excellence

- Concept of service excellence
- Benefits of customer service excellence
- Using customer service excellence to build competitive advantage
- Recognizing shift from product-centrist to a customer centric organization

Understanding Customer Needs and Expectations

- Customer journey mapping
- Identifying customer expectations before, during and after-sales
- Adding value through customer service
- Customizing customer service

Developing Loyalty Programs

- Identifying the loyalty ladder
- Customer loyalty
- Customer lifetime value
- Designing referral programs
- Real-world examples of loyalty programs

Enhancing Customer Experience

- Customer experience index
- Customer feedback communication channels
- Use of innovation in enhancing customer experience

Developing Customer Service Strategy

- Strengthening sales team
- Using technology: chat-bots, data analytics, artificial intelligence

- Multi-channel servicing

Elements of Customer Service Excellence

- Developing communicators
- Developing empathy and connect
- Working on response time
- Product knowledge
- Identifying key performance indicators

Customer Need Research Methods

- Qualitative methods of recognizing customer needs
- Quantitative methods of recognizing customer needs

Developing Service Excellence Culture

- Increasing employee engagement through leadership
- Prioritizing on building customer relationships
- Creating accountability team

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Registration Form

Customer Service Excellence

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

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Register online
Open the course page