XCELERATE TRAINING INSTITUTE

your learning & development partner

CUSTOMER SERVICE

Customer Service Professional Development

DURATION	LANGUAGE	FORMAT
5 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
22 – 26 Feb 2027	Live online	Online (live)	€1,200
2 – 6 Aug 2027	Live online	Online (live)	€1,200
6 – 10 Sep 2027	Dubai	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/customer-service-professional-development/

+491631686678 · info@x8ti.com

Customer Service Professional Development

Introduction

Introduction

The first link between a customer and the organization is a customer service professional. Whether it's a prospective customer walking in the store or a repeat buyer calling in to post a query, they are primarily greeted by a customer service professional or representative.

Imagine if the representative is unable to deliver the customer's request: they take too long to search for the product asked by the customer, fumble while providing the description and are half-informed about the terms and conditions of the product. This is going to leave the customer in a sour mood.

The chance of them making a purchase is going to reduce substantially along with the probability that they'll revisit. This is just one case where bad customer service leads to loss of sales. The absence of good customer service or the presence of bad customer service can break a business.

Good customer service leads to happy customers, positive reviews, favorable word-of-mouth and repeat sales. The question arises what makes customer service good or bad? Why do many organizations find good customer service so elusive and often fail to deliver it to their customers? The answer to this lies in the skills needed by customer service professionals to provide efficient customer service.

Customer service skills are proven crucial not only before sales and during sales but are equally important for after-sale activities. Competent customer service requires the interplay of adept communication, interpersonal and organizational skills within the customer service representatives.

untrained customer service professional may do more harm than good. The need to instil within them most essentials of customer service skills cannot be ignored.

Xcelerate Training Institute Talent Solutions has introduced the Certified Customer Service Professional Training Program as it is cognizant of the importance customer service professionals carry in an organization. The training program aims to drill much-needed customer service skills in its participants.

The program focuses on developing adaptability in its participants while dealing with customers, enhance communication and listening skills, use of positive language, and maintaining a calm demeanor around customers. This training program is vital for all customer service representatives looking to develop a professional aura that will be necessary to inculcate durable relationships with customers and to generate repeat sales.

Learning Objectives

The training program aims to advance customer service representatives into certified customer service professionals by fulfilling the following objectives:

- Develop skills of sensing the customer perspective and hence fulfilling their needs accordingly

- Timely identifying customer needs and expectations
- Ensure customer satisfaction through competent customer service and gain positive word-of-mouth recommendations
- Foster teamwork skills to deal with dynamic situations such as dealing with upset customers and handling complaints
- Cultivate empathy and positive approach to deal with customers even in difficult scenarios
- Acquire problem solving skills that would help in generating win-win solution during conflicts
- Improve effective stress management and time management to productively maintain work-life balance
- Build and sustain a culture of customer centricity within the organization

Training Methodology

- Interactive sessions and lectures
- Presentations
- Management games
- Role playing/modeling
- Case studies
- Group discussions
- Problem solving sessions

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

Benefit For Your Organization

Upon successful completion of the ‘Certified Customer Service Professional Training Program’ participants shall be able to benefit their organization in following ways:

- The organization will succeed in leaving a long-lasting positive impression on their customers with good interpersonal skills of their service professionals
- Enhancement of brand reputation in the market thereby attracting more customers
- More active and productive sales workforce which will lead to employee satisfaction
- Enhanced emotional intelligence among sales force will help in building a loyal customer base
- Decrease in customer churning rate as organization will be able to retain more customers with efficient customer support
- Better identification of customer expectations and thus be more adept at serving the customers

Benefits For You

Successful completion of the ‘Certified Customer Service Professional Training Program’ will benefit the participants at a personal level in the following manner:

- Develop better communication and interpersonal skills
- Learn to deal with customers in a decisive manner which will in turn help them to timely achieve their sales target
- Discover ways to handle work related stress in a professional manner
- Develop a dynamic skill set that will help to stand out among peers

- Learn to inculcate within self a positive approach to deal with customers and not let customer's anger affect them personally

Target Audience

- Marketing professionals
- Sales professionals
- Customer support staff
- General managers
- Budding entrepreneurs and new business owners

Course Outline

Understanding Basics of Customer Service

- Understanding the customer base
- Reading customer expectations and needs
- Understanding customer behavior and psych
- Relevance of customer service in gaining competitive advantage
- Creating a personal customer experience

Developing Communication Skills

- Personalizing the interaction
- Improving response time
- Importance of non-verbal communication
- Developing patience and empathy
- Persuasion skills
- Maintaining appropriate appearance and body language

Developing Interpersonal Skills

- Developing teamwork
- Motivating the team
- Evolving leadership among the team
- Conflict resolution

Handling Complaints

- Importance of feedback
- Value of complaint
- Generating win-win solution
- Need of follow-up
- Focusing on reviews
- Written complaints

Telephone and Online Etiquette

- Developing introductory pitch
- Tricks to grabbing customers' attention
- Opening and closing a call

- Responding to online queries
- Active listening
- Being data centric

Managing Stress and Time

- Developing a positive attitude and approach
- Improving patience
- Learning to not take the customer anger personally

Customer Service Techniques

- Understanding importance of business attire
- Strategies for building customer connect and rapport
- Providing customer support on social media
- Be well versed with product description
- Disengaging
- Dealing with difficult customers

Understanding Drivers of Customer Loyalty

- Focusing on the customer journey
- Customer relationship management as a step to customer satisfaction
- Improving customer experience through good customer service
- Develop customer-centrist culture

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Registration Form

Customer Service Professional Development

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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Signature: ..... Date: .....

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Open the course page