



## CUSTOMER SERVICE MANAGEMENT 5-Day Training Programme in Bangkok

### Overview:

This intensive one-week training course in Customer Service is designed to cover the full range of activities involved in the management of client relationships, by providing delegates with a thorough understanding of the effects of poor customer service, as well as with awareness of the link between good customer service and Organisational success. In addition, they will develop their leadership and interpersonal skills, by learning how to make a good first impression, develop and maintain ongoing relationships based on trust and high quality communication. Course participants will become better able to handle difficult customers and will learn the importance of team work in customer care.

This Customer Service Management course will cover:

### **An Introduction to Customer Service**

- Who are "the customers"?
- The costs and impacts of poor customer service
- Knowing your customer make up
- Understanding unpleasant experiences

### **Essential Customer Service Communication Skills**

- Active listeners
- The message drop out
- The three elements of effective communication
- Building rapport with verbal communication

### **Calming Upset Customers**

- Understanding what makes customers upset
- Avoiding upsetting customers
- Key steps in calming upset customers

- Strategies for calming upset customers; face-to face, over the telephone, via email

### **Telephone Based Customer Service**

- Why the telephone is so important to customer service
- Telephobia
- Mastering the telephone

### **Time and Stress Management**

- How good is your time management?
- 10 Tools to help you manage your time in customer services
- Understanding the stress of customer services roles
- Managing, or eliminating, stress

### Training Methodologies:

- Direct instruction – concept acquisition
- Problem-based learning
- Case-analyses
- Demonstrations and practice exercises
- Participant-led oral presentation
- Question and Answer sessions
- Presentation of real-world illustrations and examples
- Application & Contextualization (theory into practice)

### Special Features You Won't Get Anywhere Else:

Discussions are based on extensive practical experience, not just theory. Engaging interactions characterize the training session from start till the end, keeping everyone hooked to the learning process, and applying what is learned to real-life work situations and circumstances. Collaborative work is assigned for enhance learning and mastery of knowledge and/or skills.

### Training Venue:

Bangkok School of Management, Bangkok, Thailand

Course Fee: 1,999 USD per participant – includes training, certificate, stationary and training materials, and tea/coffee breaks with refreshments

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