

| | |
|------------------------|---|
| COURSE TITLE | CUSTOMER CARE |
| COURSE AIM | In Creating Customer Loyalty, participants will learn how to create a customer service climate, as well as how to provide memorable service on a regular basis. In addition, participants will learn how to understand customers' experiences, encourage loyalty from them, and form a partnership with them. |
| COURSE CONTENTS | <ol style="list-style-type: none"> 1. Identify the downfalls of customer satisfaction. 2. Identify the fundamental requirement for customer loyalty. 3. List the benefits of creating loyal customers. 4. List common traits of organizations with strong customer service. 5. Develop loyal employees 6. Identify the qualities that make service memorable. 7. Identify the benefits of establishing service standards. 8. Serve customers memorably when their needs are not met. 9. Serve customers memorably when solving their problems. 10. Solve customers' problems 11. Evaluate the service your company provides. 12. How to encourage customer loyalty 13. Form a partnership with your customers. |
| DURATION | 12 hours |
| SCHEDULE | Twice a week, evenings. |
| VENUE | At the ETC Training Complex in Hal Far. |
| INTENDED FOR | Managers and others who want to create customer loyalty through quality customer service practices. |
| FEE | Nil. |
| CERTIFICATION | The Institute will award Certificates to candidates who pass a final examination set by the Institute. |





Operational Programme II – Cohesion Policy 2007-2013
Empowering People for More Jobs and a Better Quality of Life
Aid Schemes part-financed by the European Union
European Social Fund (ESF)
Co-financing: EU Funds, National Funds, and Private Funds



Investing in your future