

Know Your Customer

27th July 2017

From 10:00 AM to 04:30 PM at PSTD, Karachi

Overview

Customers today are choosier and demand world-class services. They will reward companies by remaining loyal or will shift elsewhere if service is mediocre. Customer service representatives are the face and voice of a company. Businesses today realize the value of these frontline employees and are investing in employees to reap return on investment through customer service feedback. To make a real behavioral change in delivering quality customer service one must deal with the mindset first, then the rest is easy to take the service from 'Good' to 'GREAT'.

Topics Covered

1. Assessment of your customer service skills

2. Customer service concepts

- Good customer service
- Caring for yourself as well as your customers
- Customer care and service principles
- Commit yourself to providing excellent customer service

3. Recognizing customer

- Understand customer
- Create a positive first impression
- Identify and help meet the customer's needs/expectations
- Advanced listening and responding skills
- Create a positive last impression

4. Customer service attitude; what does great service look like and feel like?

- Customer journey
- Touch points
- Responsibility for customer service
- Achieve a positive state
- See it through the customer's eyes
- Move from 'blame frame' to 'aim frame'

5. Handle customer enquiries

- Your perceptions – others' reality
- Build and maintain rapport
- Matching and mirroring
- Using positive language and tone of voice

6. Establish customer needs

- Questioning
- Journey of interest
- Active listening – switch off internal voice
- Paraphrasing

7. Handle work based customer requests

- Identify challenging customer requests and respond assertively
- Prompt service recovery and complaint handling
- Resolve the problem
- Dealing with difficult, rude, or indifferent customers
- Handling complaints with empathy and efficiency
- Turn disappointment into delight

8. Build 7 star service standards

- What differentiates us from our competitors?
- Achieving real excellence in customer service
- Developing new customer relationships

Training Methodology

Participants will learn by active participation through a wide variety of instructional techniques. There will be exercises to allow for a "hands on" approach to learning. Instructional films will be utilized to present "best practices" approaches. Additionally, there will be in depth discussion on critical success factors.

Participants will be encouraged to share their experiences, discuss areas of concern, and offer practical help. Skills learned during the workshop will be 100% transferrable to the workplace.

Who Should Attend?

Field and Head Office Teams interacting with Customers, Team leaders and Managers who wish to build a culture of customer service across their organization.

Facilitator



Mr. Muhammad Ovais is member of American Psychological Association and currently working as Executive Director in Riaz Ahmed Saqib Gohar (RASGCO) Chartered Accountants. He has worked in Financial, Real Estate, Textiles, Chemicals, Media, Information Technology, Hospitality, Health, Education, NGOs, and Consulting (Airlines/Aviation, Agricultural, Brokeage Houses, Cement, Chemical Manufacturers, Construction, Social including NGOs, Engineering and Allied, Financial, Governmental, Automobile, Insurance, Leasing, Power & Energy, Sugar, Public Utilities, Textile & Jute, Food Entertainment, and Mining) sectors in the last 25 years. He has conducted hundreds of trainings in the fields of HRD/HRM, Communication, Public Speaking, Personal grooming, Spiritual development, Information systems, etc. Locally and globally. He conducted several trainings under World Bank/IMF/USAID programs.

Where?

Address: PSTD, Plot# TC-3, 34 Street, off Khayaban-e-Seher, Opp: Royal Rodale Club, Phase V, D.H.A, Karachi 75500

Know Your Customer

One Day Workshop: 27th July 2017, From 10:00 AM to 04:30 PM
at PSTD, Plot# TC-3, 34 Street, off Khayaban-e-Seher,
Opp: Royal Rodale Club, Phase V, D.H.A, Karachi 75500.



Management Association of Pakistan

REGISTRATION FORM

| | | | |
|----------------------|--------------------------|----------------|--------------------------|
| Institutional Member | <input type="checkbox"/> | Student Member | <input type="checkbox"/> |
| Individual Member | <input type="checkbox"/> | | |
| Non-Member | <input type="checkbox"/> | | |

Name _____

Designation _____ Membership No. _____

Organization _____

Address _____

_____ City _____

Phone _____ Fax _____

Mobile _____ E-mail _____

ADMINISTRATIVE INFORMATION

MODE OF PAYMENT

Cash/Cheque No. _____

Dated _____

Amount _____

| Registration Fee* | Early Bird Fee (Register by) 13 th July 2017 | Regular Fee (Register after) 13 th July 2017 |
|---|---|---|
| MAP Institutional Member | Rs. 11,900/- | Rs. 13,500/- |
| For two or more Institutional member nominations | Rs. 10,900/- | Rs. 12,500/- |
| MAP Individual Member | Rs. 9,500/- | Rs. 11,000/- |
| Student Member | Rs. 5,000/- | Rs. 5,500/- |
| Non-Member | Rs. 15,000/- | Rs.16,000/- |

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

For Direct Transfer:

- Acct Title : Management Association of Pakistan
- Bank Name : MCB Bank Limited
- Account Number : 0006903010000302
- IBAN : PK62 MUCB 0006 9030 1000 0302
- Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:
accountant@mappk.org | info@mappk.org