

Customer Service & Customer Care

28 September - 2 October 2009
Maputo, Mozambique



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

www.cto.int

Register by
21st August 2009
for a 10% discount!



Overview

The business environment as a whole is getting more and more dynamic.

Understanding the needs and expectations of customers is an essential starting point for establishing a successful strategy to consistently deliver exceptional customer service. A clear understanding of customer service improves customer relationships and builds loyalty.

This course covers exceptional customer service and handling of difficult situations. The main highlights of the course are:

- Marketing orientation
- Communicating with customers/communication skills
- Delivering customer excellence- managing expectations
- Customer relationship management (CRM)/ key account management
- Handling difficult, demanding and complaining customers
- Telephone skills
- Measuring customer service levels, feedback and contact programmes
- Customer loyalty schemes

For more programmes and courses run by the PDT contact us at:
Tel: +44 (0) 208 600 3800 **Fax:** +44 (0) 870 0345 626 **Email:** programmes@cto.int

Course programme may change due to unforeseen circumstances

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Learning outcomes

On completion, participants will have acquired these skills:

- Recognising the level of service expected from internal and external customers
- How to exceed your customers' expectations
- Making an excellent first impression
- Understanding why people are difficult
- Establishing the needs of customers
- Providing reassurance, support and advice to people where necessary
- Calming angry and upset individuals

Key objectives

- Identify the driving forces behind providing good customer care
- Explain the reasons for retention versus attracting new customers
- Identify how to successfully manage a customer relationship
- Describe the role, benefits and risks of key account management
- Handle difficult, demanding and complaining customers and how complaints as a threat can be converted into an opportunity
- Realise the importance of communicating with customers
- Describe the buy-in and communication process
- Identify the stages of developing a customer care programme and ways to avoid losing a customer

Who should attend

This course will be useful to the following:

- Sales and marketing managers
- Sales staff
- Organisations which want to inspire their people to deliver excellent customer service
- Anybody in a sales or business development role who needs to improve existing customer service skills and develop new techniques to enhance the customer experience

Learning environment

Course delivery and experience will be enhanced by incorporating group work and case studies.

Pre-requisites

While this course is very suited for sales professionals, participants are expected to have some good knowledge of sales or are currently in a sales role in their organisation.

Course content

1 Marketing Orientation

- The marketing concept
- The sales and marketing interface
- Marketing management philosophies
- The perfect customer
- Recognising an opportunity
- The marketing environment

2 Communicating with customers

2.1 Communicating with customers

- The communication process
- Barriers (distortions) and noise
- Overcoming barriers
- Planning the message
- Purpose, audience, structure and style

2.2 Communication skills

- Understanding others
- Effective listening skills
- Generating confidence
- Modelling excellence
- Reading non-verbal cues
- Rapid rapport building
- Focused thinking

3 Delivering customer excellence-managing expectations

- Customer expectations
- Fascinating facts on customers
- Driving forces for customer care
- Motivators of customer care
- Good customer service
- Customer care programmes
- Why customer care fails



Course content

4 Customer relationship management (CRM) and key account management

4.1 Customer relationship management

- The customer
- Relationship marketing
- Benefits
- Managing relationships
- Customer retention management
- CRM and the marketing mix
- Control of relations
- Responsibilities
- Relationship marketing plan

4.2 Key account management

- Characteristics
- Risks
- Limitations

5 Handling difficult, demanding and complaining customers

- Complaints
- Complaints as feedback
- Handling dissatisfaction
- Complaints as opportunities
- The process of dealing with problems
- Complaints handling - listening, apologising, resolving, follow up
- Recording official complaints
- Building customer loyalty

6 Telephone skills

- Advantages of good skills
- Preparation for making a call
- Making calls
- Receiving calls
- Ending calls

7 Measuring customer service levels, feedback and contact programmes

- Key performance indicators (KPIs)

8 Customer loyalty skills

- Techniques

Course leader



Christopher Ngwasiri
MBA, MA Marketing

As a sales, marketing and business process consultant, lecturer and examiner, Christopher Ngwasiri brings with him a wealth of industrial and academic experience.

Chris is also highly involved in several associations including senior lecturer and examiner for Chartered Institute of Marketing since 1996

and senior trainer, Fellow and Membership Director of The Association for the Advancement of Management Education (A.A.M.E).

Chris holds an MBA (City Business School), an MA in marketing from London Metropolitan University and a post graduate certificate in education from University of Greenwich. Chris is fully bilingual in English and French.

Hosted by:

TDM Mozambique

In partnership with:

TRB Cameroon

About the CTO

The Commonwealth Telecommunications Organisation (CTO) is an international development partnership between Commonwealth and non-Commonwealth governments, business and civil society organisations.

It provides the international community with effective means to help bridge the digital divide and achieve social and economic development through the use of Information and Communication Technologies (ICT) in the specific areas of Telecommunications, IT, Broadcasting and the Internet.

About the programme for development and training (PDT)

Managed by the CTO, the PDT is a unique low-cost membership programme providing needs-based professional training and capacity building courses on telecommunications policy, regulation, technologies and telecoms business management.

The PDT has delivered over 3600 bilateral training and consultancy projects, covering every aspect of the telecommunications industry, training over 35,000 professionals in 33 countries of the Commonwealth.

For more programmes
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the PDT contact us at:

Tel: +44 (0) 208 600 3800
Fax: +44 (0) 870 034 5626
Email: programmes@cto.int

See more information
on our website

www.cto.int

Registration form

Customer Service & Customer Care
28 September - 2 October 2009, Maputo, Mozambique

ID: 6532

Please fill in this application form and fax it back to +44 208 600 3819 or return it to the CTO at the address below. Please use CAPITAL LETTERS.

Personal details

Mr/Mrs/Ms/Other First name Last name

Job title

Organisation

Address

City Postcode Country

Tel Mobile Fax

Email

Authorising line manager's name

Authorising line manager's email

Payment options

1) Select delegate rate

	Standard rate	Early registration/Group discounts*
CTO members	<input type="checkbox"/> £701	<input type="checkbox"/> 10%
PDT partners	<input type="checkbox"/> £701	<input type="checkbox"/> 10%
Others	<input type="checkbox"/> £1,132	<input type="checkbox"/> 10%

* two or more delegates from same organisation

2) Payment mode (choose one option only)

Invoice
Invoice me at the above address (Discounts do not apply, payment must be received by us prior to event).

Bank transfer
Make payments to: Coultts & Co.
440 Strand, London, WC2R 0QS, UK
A/C Name: CTO; A/C Number 08367507
Bank Sort Code :18-00-02
SWIFT Code: COUT GB22
IBAN Reference: GB72COUT18000208367507

Credit Card: Visa / Mastercard (delete as appropriate)

Card holder's name

Card holder's billing address (if different from above)

Card number

Valid from Expiry date 3 digit security code

Signature

Date Name Signature

Additional information

To help us improve our services to you and your organisation, please tell us more about yourself and your organisation.

Your role in the organisation

Strategic / executive
 Planning
 Control
 Operational

Your area of work in the organisation

Business development
 Corporate affairs
 Customer service and care
 Engineering and technical management
 Financial, purchasing & investor relations
 IT / IP management

Marketing and sales
 Public relations and corporate communications
 Regulatory and legal affairs
 Telecoms network management
 Human resources
 Other

Your organisation type

Government
 Regulator
 Operator
 Manufacturer
 Other

Your organisation's service areas

Fixed network / services
 Mobile / wireless network / services
 Satellite network / services
 Internet

Broadcasting
 Value-added services
 Support
 Other services

3 SIMPLE WAYS TO REGISTER

-  Fill in and fax this form back to **+44 208 600 3819**
-  Call the programme team at **+44 208 600 3800**
-  Email this completed form back to **register@cto.int**

EARLY REGISTRATION DISCOUNT

45 days prior to start of event

NEED HELP?

Call us now on **+44 208 600 3800**
or e-mail the programme team at **programmes@cto.int**

Summary Terms and Conditions

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline, where specified for each course. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees.

Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline.

Cancellation rules apply, as summarised above. For a full version of our Terms and Conditions, please visit our website at www.cto.int.

Withdrawals / Cancellations / Refunds

For delegate cancellations/withdrawals, the following refund rules apply:

- 31 days or more prior to event: the full amount less a handling charge of £55
- 30 days or less prior to event: no refund

For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the cancellation/withdrawal. Refunds will be made by bank transfer only.

Data Protection / Privacy

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (email, name, address, telephone number) is not transferred to the third party/partner.

In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries or other such services.

All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information. For more information about our Privacy Policy, visit our website at www.cto.int